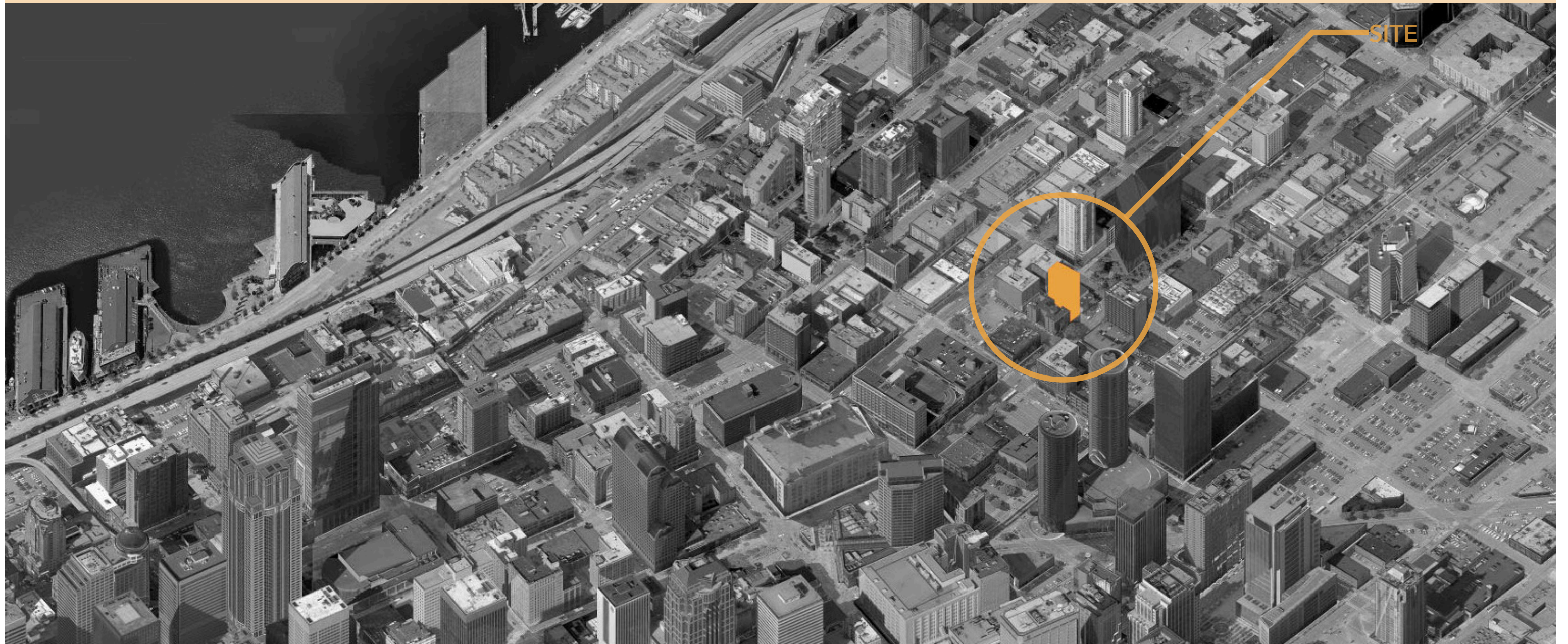


# 2033 4TH AVENUE

EARLY DESIGN GUIDANCE

SDCI #3025502 / FEBRUARY 20 2018





# project introduction

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## contacts

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## project information

Site Address: 2033 4th Avenue, Seattle, WA 98121  
DPD Project: #3025502  
Parcel: #197720-1210  
Site Area: 6,480 SF  
Overlay Designation: Belltown Urban Village  
Parking Requirement: N/A  
Legal description: Lot 3, Block 49, A A Denny's 6th Addition to the City of Seattle

## development statistics

Zoning: DMC 240/280-400  
Proposed Building Height: approximately 245'-0"  
Lot Size: 6,480 SF  
Allowed FAR: (5 + 2) x 2 = 14 Total  
Allowable FAR: 90,720 SF  
Proposed FAR: 90,705 SF  
Hotel Rooms: 170  
Residential Units: 10



Beirut Residential Tower - PARALX



SkyTerrace@Dawson - SCDA



UNA Arquitetos More



# project proposal

## design objectives

The proposed development seeks to aid in the aesthetic direction of this rapidly changing area. It's direct context is primarily made up of hotels, apartments office buildings, parking lots and future mixed use high rises, currently under construction. With the use of glazing and light, the contemporary design seeks to create harmony between the existing historical buildings, the more creative existing buildings, such as the Cinerama and the upcoming designs proposed around this changing neighborhood.

The design will incorporate a fully glazed first level, creating maximum visibility and play between exterior and interior space. This transparent base is created more to the human scale while maintaining and enhancing the overall design concept. The first floor will contain restaurant and bar space and an elegant and inviting hotel lobby and waiting areas while the second floor will be solely restaurant space with a decorative staircase connecting the two spaces. Levels 3 through 18 will be hotel use, which will include landscaped exterior decks along the north facade as well as a gym. Levels 19 through 20 will house large studio and one bedroom apartments. Levels 21-23 will incorporate a conference center, a bar with outdoor seating and a spectacular rooftop pool deck. These areas will add visual break and interest from the exterior as well as interior spaces.

This project will help fulfill the need for added hotel use in the Downtown and Belltown Urban Village while also creating an exciting and engaged street level accessible to the greater community. It is ideally located near many modes of public transportation and is in a highly walkable neighborhood near many of Seattle's attractions and large employers such as Amazon.

## site context

This site is located at 2033 Fourth Avenue, just set in from the corner of Fourth and Virginia. It is in the Belltown (Urban Center Village) area of Downtown and is zoned DMC 240/290-400. The site is within walking distance to all of the major downtown amenities including West Lake Center, Pike's Place Market, the Seattle Center as well as near Queen Anne Hill.

The surrounding buildings include a variety of uses and heights ranging from one story retail spaces, the cinerama multi-story residential and office spaces, and newer high rise mixed use structures which provide street level commercial, restaurant and retail spaces for an activated streetscape experience. This project in conjunction with the many other new project under design will serve to liven and enhance the eastern edge of the Belltown Urban Village



Columbia University - Diller Scofidio



Nanjing Keyue Center - SOM



Vivalto Building - Najas Arquitectos



Bati\_rieul - L'EAU Design



Alexandra on Behance



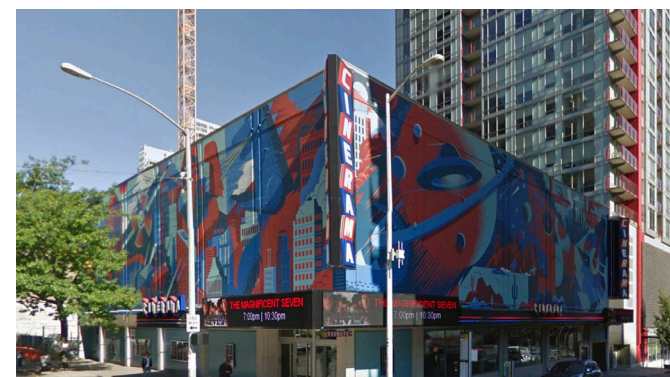
SkyTerrace@Dawson - SCDA



Amazon Building



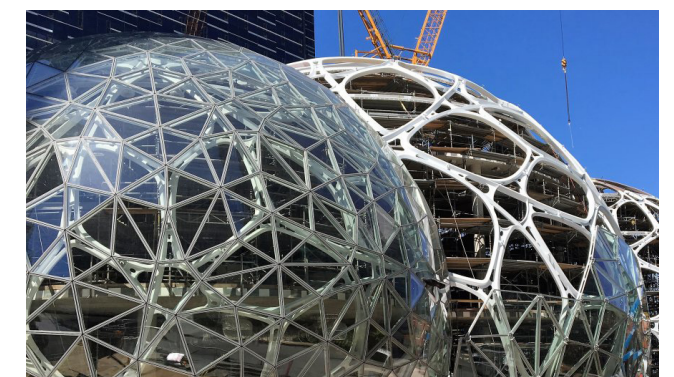
Proposed design within 4th Avenue streetscape



Cinerama Movie Theatre



4th and Blanchard Bldg



Amazon Globes



# urban design analysis

urban context

The project is located in the heart of the downtown core with great options both within walking distance and ample transportation opportunities to see the rest of the city. The site is located within the DMC zone but directly adjacent to the office core of downtown making it a great location to stay for work or pleasure.

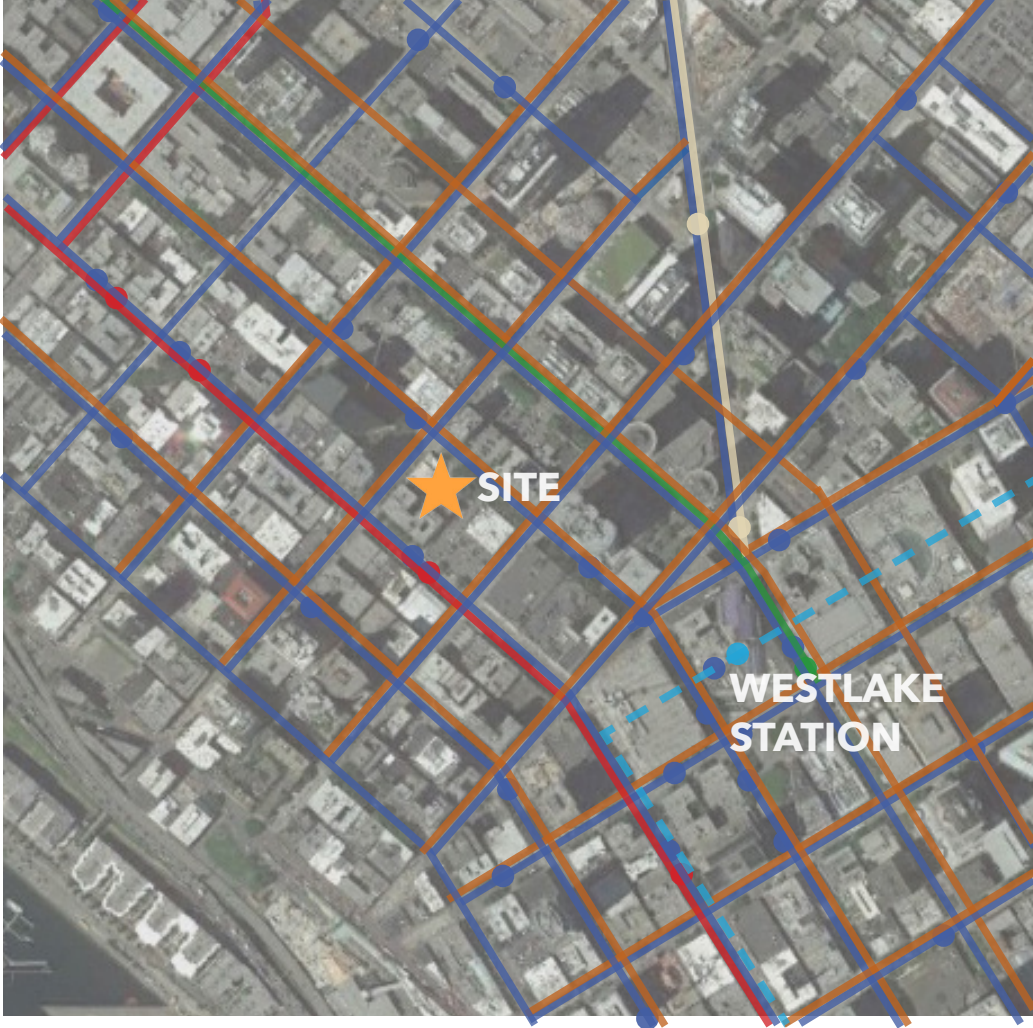
ZONING MAP



- ZONING KEY:
- |           |                      |            |                      |
|-----------|----------------------|------------|----------------------|
| Dark Blue | Downtown Office Core | Orange     | Highrise             |
| Pink      | Downtown Mixed       | Light Pink | Downtown Harborfront |
| Teal      | Seattle Mixed        | Purple     | I-5                  |



TRANSPORTATION MAP



- TRANSIT KEY:
- |             |                  |                  |                          |
|-------------|------------------|------------------|--------------------------|
| Orange Star | Site             | Tan Line         | South Lake Union Transit |
| Blue Line   | Bus Route        | Cyan Line        | Downtown Transit Tunnel  |
| Red Line    | Rapid Ride Route | Black Train Icon | Link Light Rail Station  |
| Green Line  | Seattle Monorail | Brown Line       | One Way Streets          |

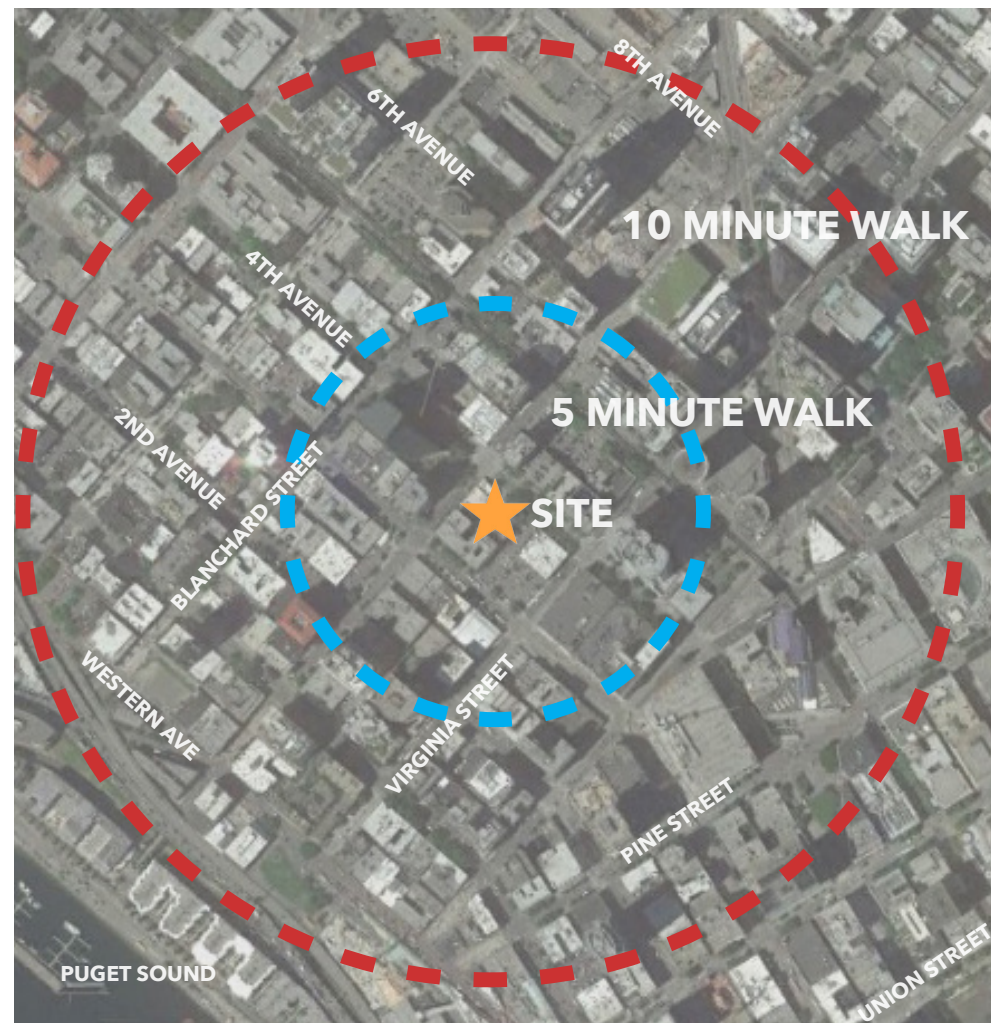




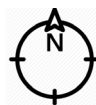
# urban design analysis

## urban context

WALKING MAP



- ★ Site
- 5 Minute Walking Radius
- 10 Minute Walking Radius



AREA VIEWS MAP



- Natural Feature Views
- City Views

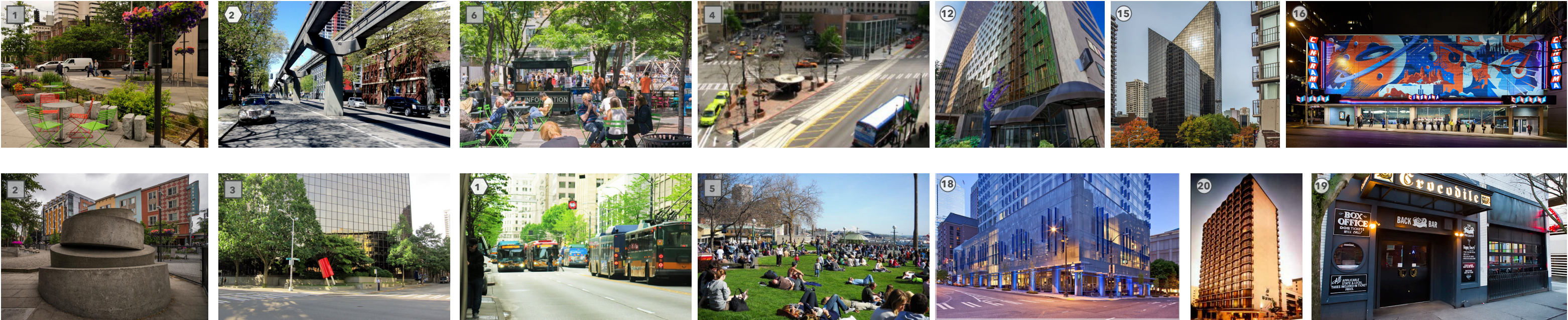
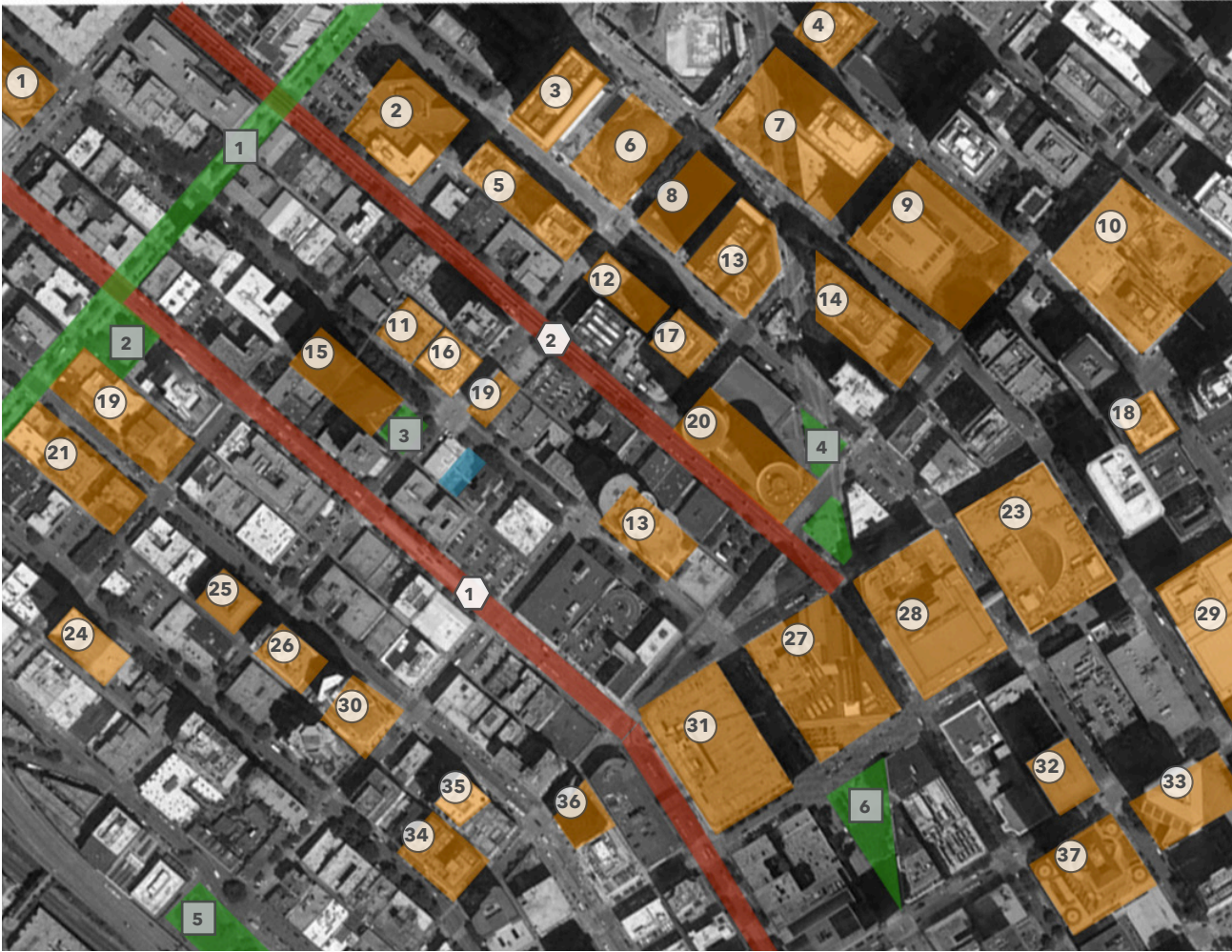


The project site is ideally located to serve both tourists coming to Seattle to explore is downtown core as well as those on a business needing a convenient place to stay. The proposed project will be approximately 245' tall with spectacular views in all directions.



# site context

## neighborhood surroundings





# site context

## neighborhood surroundings

Neighborhood characteristics include sleek highrises, bustling shopping areas, popular evening destinations, apartments, and offices. This area has easy access to public transportation, as well as lively public spaces. Many new projects are currently proposed and are changing the look and density of the area.



## points of interest

### Buildings:

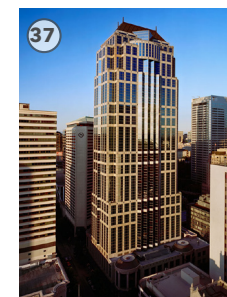
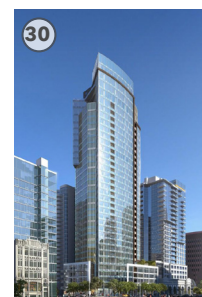
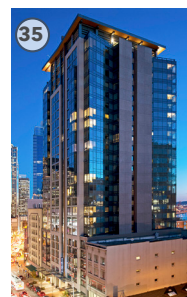
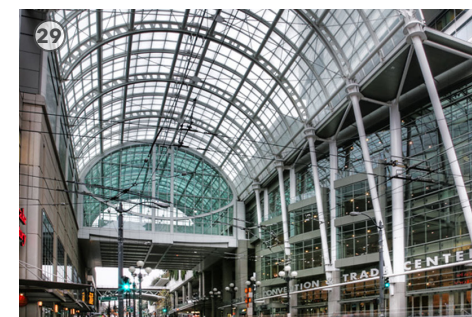
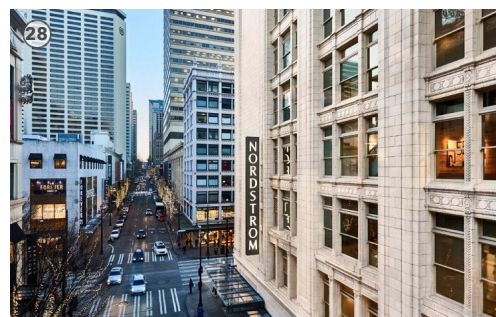
1. 4th & Battery Building
2. 6th & Blanchard Building
3. Amazon Campus
4. Cirrus Tower
5. Via6 Tower
6. Amazon Domes
7. Amazon Campus
8. Amazon Campus
9. US District Courts
10. 8th & Howell Building
11. Arrive Tower
12. 6th & Lenora Building
13. Amazon Campus
14. Hotel Max
15. 4th & Blanchard Building
16. Cinerama
17. Westin
18. Olive8 Tower
19. The Crocodile
20. Westin
21. Restaurants
22. Escala Tower
23. Pacific Place
24. Continental Place
25. Qwest Building
26. Cristalla Condos
27. Westlake Center
28. Nordstrom
29. Convention Center
30. Tower 12
31. Macy's
32. 520 Pike Tower
33. Sheraton Seattle
34. The Thompson Seattle
35. Viktoria Apartments
36. 2nd & Pine Tower
37. US Bank Building

### Parks:

1. Bell Street Park
2. Regrade Park
3. 4th & Blanchard Courtyard
4. Mcquire Square
5. Victor Steinbruek Park
6. Westlake Park

### Transportation:

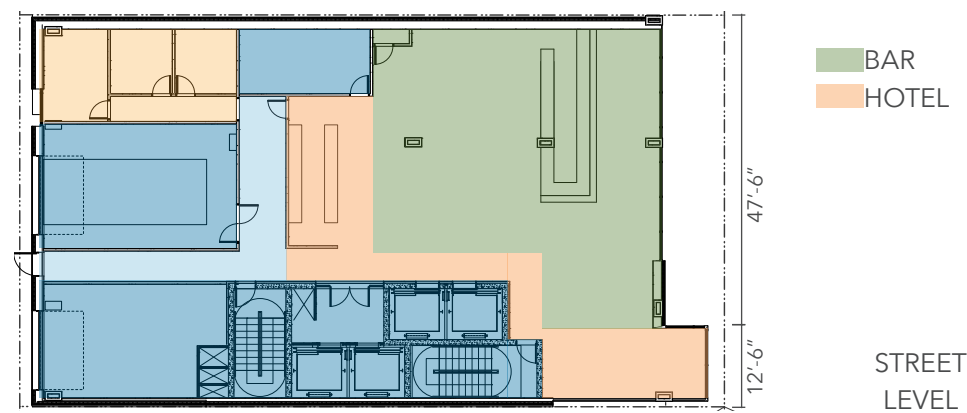
1. Bus Transit
2. Monorail





# zoning summary

## code compliance



### 23.49.008- STRUCTURE HEIGHT

A.3 - 240' limit for non-residential uses, 290' limit max for residential uses, 400' limit max for residential uses with incentives.

**Proposed: Preferred scheme has a building height of approximately 245 feet which includes hospitality, commercial and residential uses.**

- D.1 - Rooftop features that are permitted with unlimited rooftop coverage.
- Open railings,
  - Insulation material, rooftop decks and other similar features
  - Solar collectors up to 7feet above the height limit.
- D.2 - Rooftop features that are permitted as long as the combined coverage of all rooftop features does not exceed 55% of the roof area.
- Stair Penthouses
  - Covered or enclosed common recreation area
  - Mechanical Equipment

**Proposed: Preferred scheme remains below allowable roof coverage.**

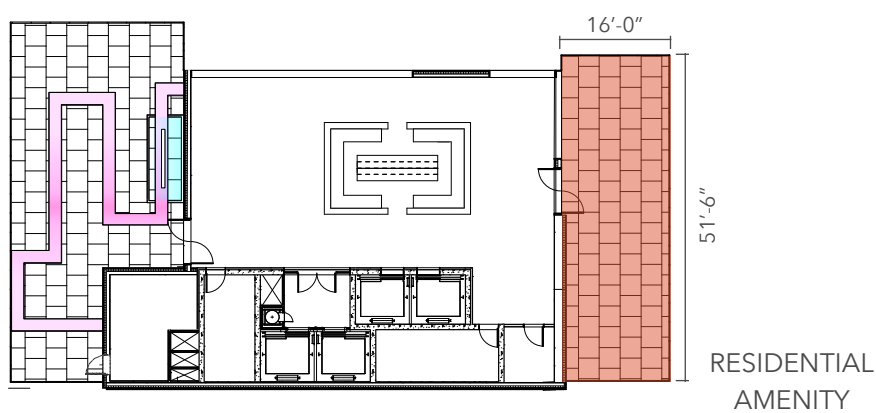
### 23.49.009 - STREET-LEVEL USES

A - One or more street level uses required on street level on all lots abutting street designated on Map 1G

4th Ave: Street Level Uses Required

B.1 - 75% of the street frontage required to be occupied by permitted uses such as services, retail, entertainment uses, etc.

**Proposed: Over 75% of the proposed street frontage complies with permitted street level uses (bar/lounge area)**



### 23.49.010 - REQUIREMENTS FOR RESIDENTIAL USES

B - Common recreation area: 5% of total gross floor area in residential use. Max of 50% of common area may be enclosed

Min. horizontal dimension for required common area shall be 15 feet, except at open spaces. No space shall be less than 225 square feet.

**Proposed: The proposed design includes a gym on level 3 and outdoor space on levels 22 and 23.**

**Residential floor area: 10,650 SF x .05 = 532.2 SF**

**Required recreation area = 533 SF**

**Provided recreataion area = 835 SF**

### 23.49.011 - FLOOR AREA RATIO

A.1 - Base FAR: 5, Max FAR: 14 (7 FAR Purchases from property to the south)

B.1 - Exemptions from FAR calculations are as follows:

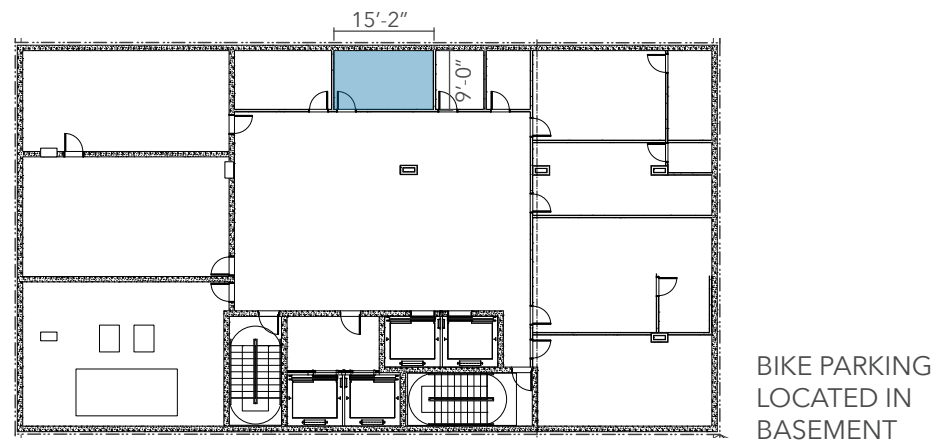
- Street Level Uses (retail, sale & services)
- Residential uses
- Floor area below grade
- 3.5% allowance for mechanical space

**Proposed:**

**Site Area: 6,479 x (5+2) = 45,353 SF x 2 = 90,706 SF**

**Allowable FAR: 90,706 SF.**

**Proposed FAR: 90,700 SF**



### 23.49.018 - OVERHEAD WEATHER PROTECTION

A - continuous weather protection required along entire street frontage of structure

B - Minimum dimension of 8' wide or extend to 2' from curb line, whichever is less

D - Must be between 10' to 15' above the sidewalk

**Proposed: Proposed canopy will be continuous along the the street frontage.**

### 23.49.019 - PARKING REQUIREMENTS

A.1 - No Parking is required

E.1 - Min. number of off-street bike parking spaces required is as follows:

- Hotel: .05 spaces per hotel room
- Residential: 1 space for every 2 dwelling units

**Proposed: Proposed design will not include any auto parking.**

**Bike Parking - .05 x 170 = 8.5**

**.5 x 10 = 5**

**Total Bike Parking req'd = 14 stalls**

**Total Bike Parking prov'd = 15 stalls**

### 23.49.022 - MINIMUM SIDEWALK AND ALLEY WIDTH

Minimum width of the street as identified by Map 1C is to be 15'

A.1 - If a new structure is proposed on lots abutting the streets, sidewalks shall be widened, if necessary, to meet the minimum standard.

**Proposed: Proposed design will provide a 3' sidewalk easement to allow for the 15' sidewalk required.**



# zoning summary

## code compliance



### 23.49.056 - MINIMUM FAÇADE HEIGHT

A.1 - Class I Pedestrian Street (DMC): 25'

C.1 - Façade Transparency Requirements

Transparency requirements apply to the area between 2' and 8' above the sidewalk

**Proposed: Preferred scheme glazing is the height of the first story which is approximately 20 feet tall.**

C.2 - Façade Transparency requirements do not apply to residential use areas.

C.4 - Class I pedestrian Streets: Min. of 60% of street level, street-facing façade to be transparent.

**Preferred scheme is approx. 90% transparent at the street level facade.**

D.2 - Blank Façade Limits for Class I Pedestrian Street

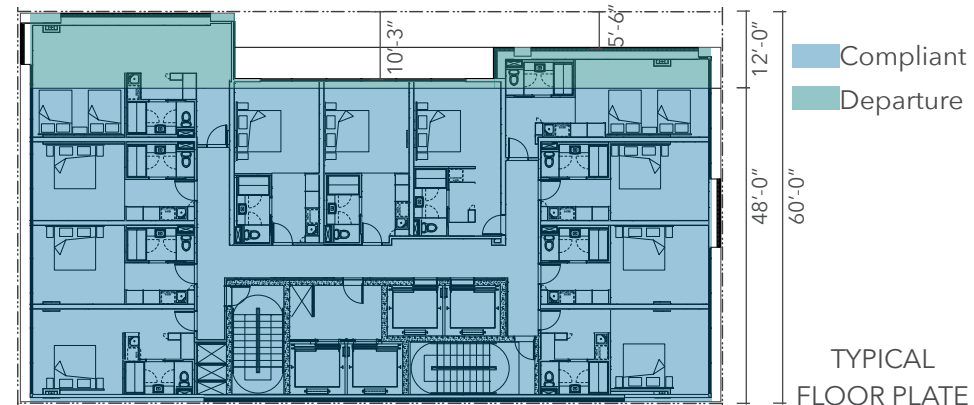
Blank façade areas shall be no more than 15' wide.

Any blank segments shall be separated by at least 2'

**Proposed: Preferred scheme has no blank facades along 4th Avenue.**

E - Street trees are required on all pedestrian classified streets

**Proposed: No additional street trees are required or provided.**



### 23.49.058 - UPPER-LEVEL DEVELOPMENT STANDARDS

A - A 'tower' is a portion of the structure over 85' that has non-residential use above 65' high or above 160' high.

**Proposed: All schemes will be considered towers and have non-residential uses above 160 feet.**

C.1 - Façade Modulation

Modulation is required above a height of 85' for any portion of structure that is within 15' from a street lot line.

E.1 - Max limit on residential gross floor area per story

Avg residential area limit of a tower if height exceeds the base height limit for residential use: 10,700 SF

E.2.A - Maximum Tower Width

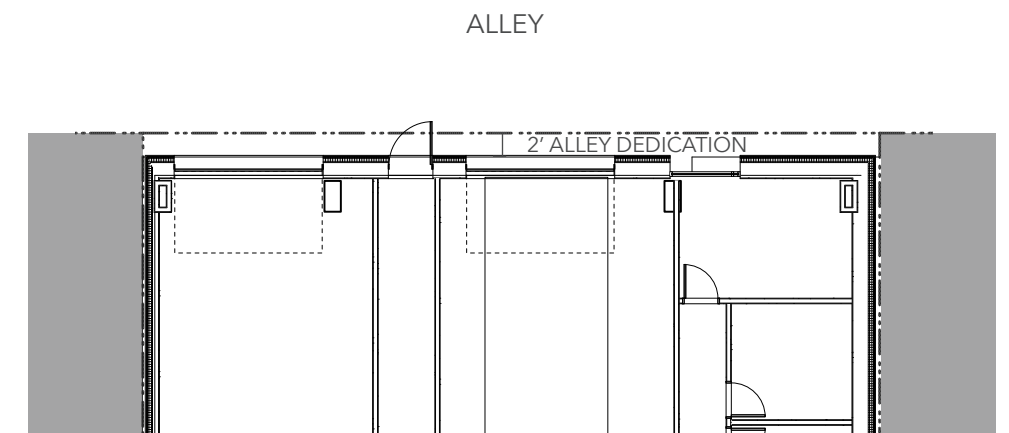
Max width of building above 85' along north/south axis (parallel to the Avenues) shall be 120' or 80% of the width of the lot, whichever is less

E.2.A.1 - Exception: On a lot where the limiting factor is the 80% width limit, the max. façade width is 120', if all elevations above a height of 85', no more than 50% of the area of the lot located within 15' of the street lot line.

F.3 - If any part of a tower exceeds 160' in height, then all portions of the tower that are above 125' in height must be separated from any other existing tower that is above 160' in height, and the min. separation required between towers from all points above the height of 125' in each tower is 80'.

**Proposed: Preferred scheme will employ a modulated facade design that will be requesting a departure**

**DEPARTURE:** To help create a cohesive design on all side of the narrow site, a departure is requested regarding the 80% max width above 85' While the project is located on an interior lot, the corner lot to the north will not be developed for 30+ yearas and with the one way traffic traveling south on 4th ave, the design team felt it important to provide a cohesive design that not only approached the primary street facade but also the corner view.



### 23.53.030 - ACCESS EASEMENT STANDARDS

B.1 - Width of new alley right-of-ways in the Downtown zones is to be 20 feet wide.

F.1 - Existing Alleys Which Do Not Meet the Minimum Width - When existing structures are located in the portion of the lot to be dedicated, that portion of the lot shall be exempt from dedication requirements.

**Proposed: Preferred scheme will allow for downtown zoned alley width of 20 feet by providing a 2' alley dedication.**



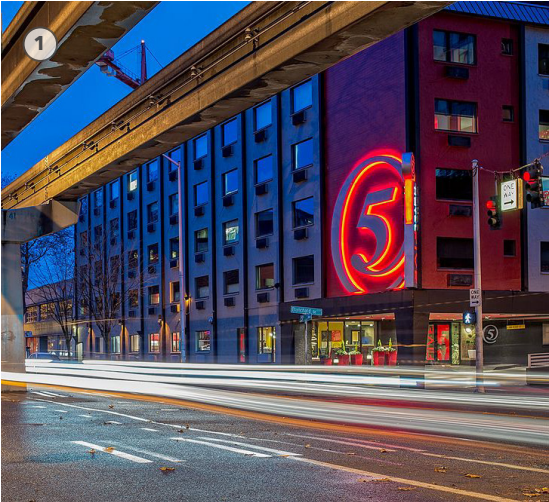
# site analysis

## 9 block usage



9-BLOCK USAGE KEY:

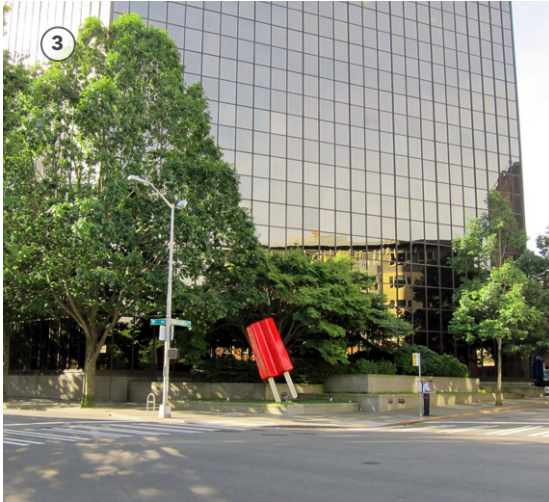
- Site
- Mixed-Use
- Retail
- Services
- Offices
- Parking
- Residential
- Under Construction



HOTEL FIVE



BELL STREET PARK



4TH AND BLANCHARD POPSICLE SCULPTURE



REGRADE DOG PARK - MODERN CONCRETE ART



BELLTOWN COMMUNITY CENTER AND GLASS BLOWING STUDIO



5TH AVENUE MONORAIL



SYLVIA ODOM'S PLACE



CINERAMA

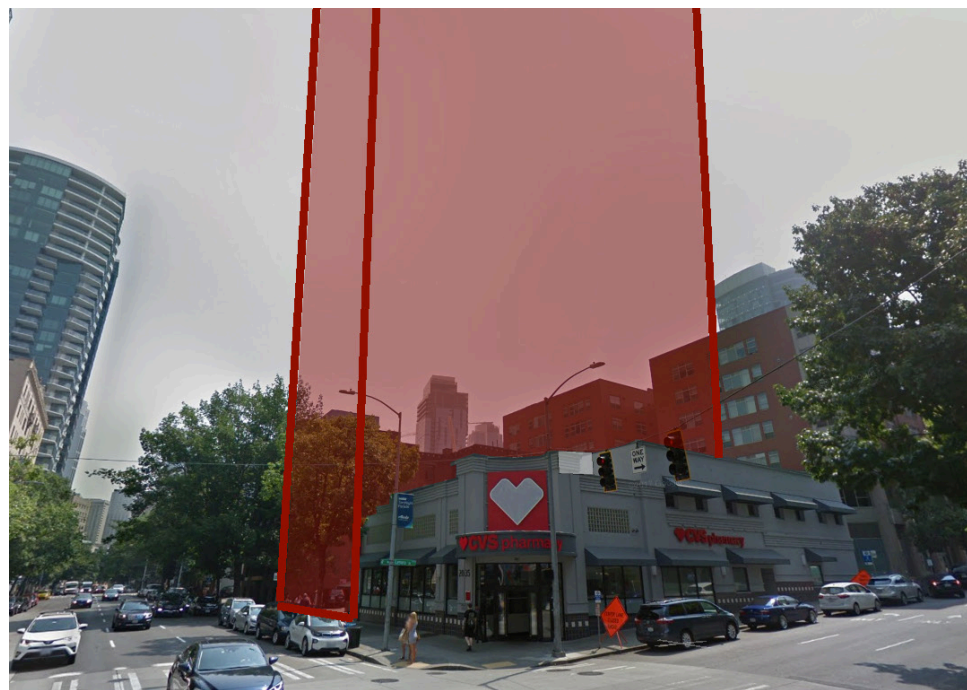


# site analysis

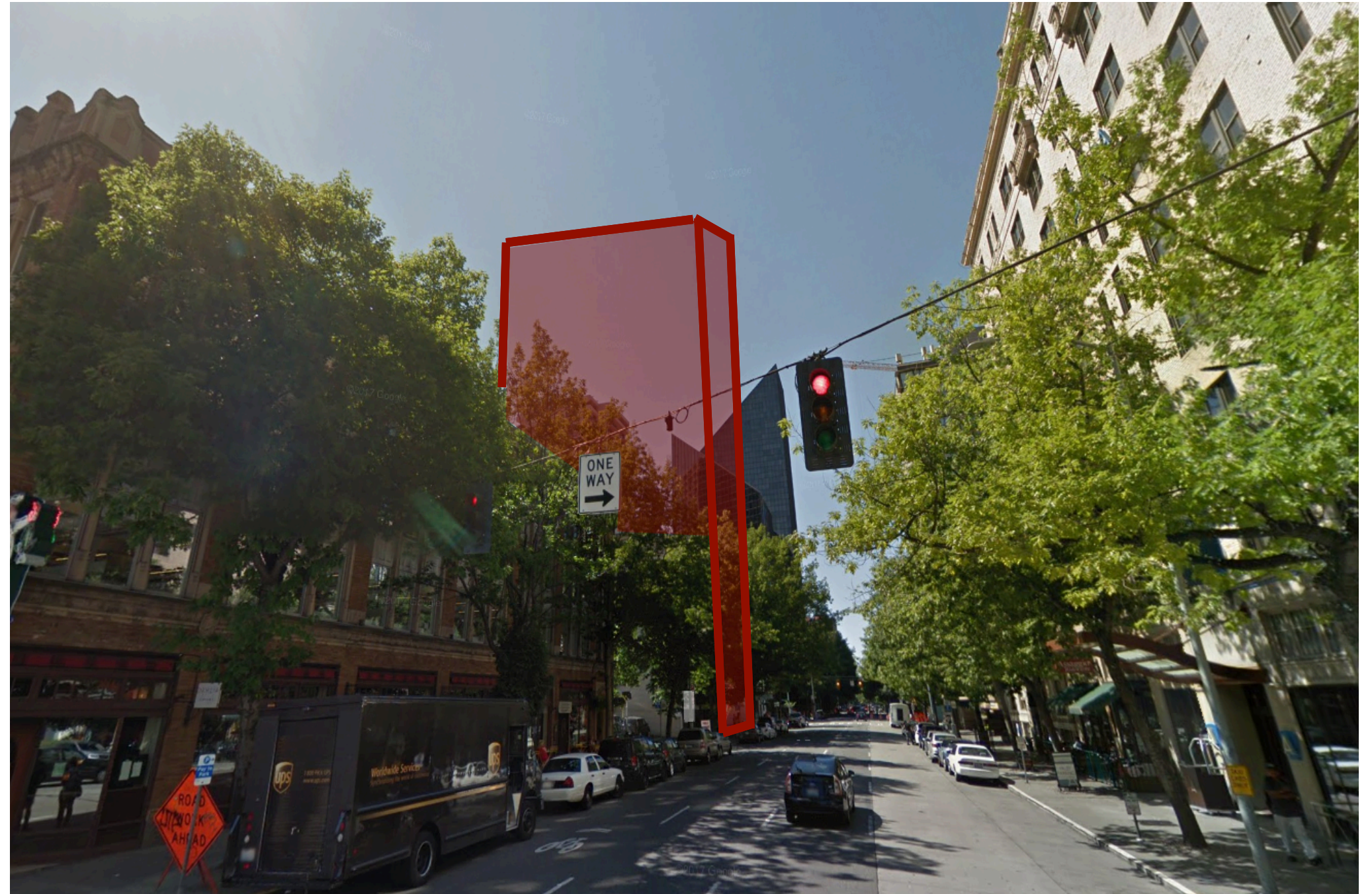
site perspectives



CURRENT ELEVATION WITH PROPOSED MASSING



CORNER VIEW FROM LENORA STREET



VIEW FROM VIRGINIA STREET



# site analysis

## streetscapes

4TH AVENUE: looking Southwest



BED BATH & BEYOND:  
Ground: Retail; Levels 2-4: Parking

VIRGINIA STREET

DAHLIA LOUNGE & BAKERY  
Ground: Restaurant; Levels 2-4: Office

4TH AVENUE: looking Northeast



UNDER CONSTRUCTION: 2116 4th Avenue  
Ground: Retail; Levels 2-39: Residential

CINERAMA  
Ground: Theater

LENORA STREET

WARWICK HOTEL & PARKING  
Levels 1-18: Hospitality; Levels 1-5: Parking



# site analysis

## streetscapes

4TH AVENUE: looking Southwest



4TH AVENUE: looking Northeast





# site plan

existing site with proposed setbacks

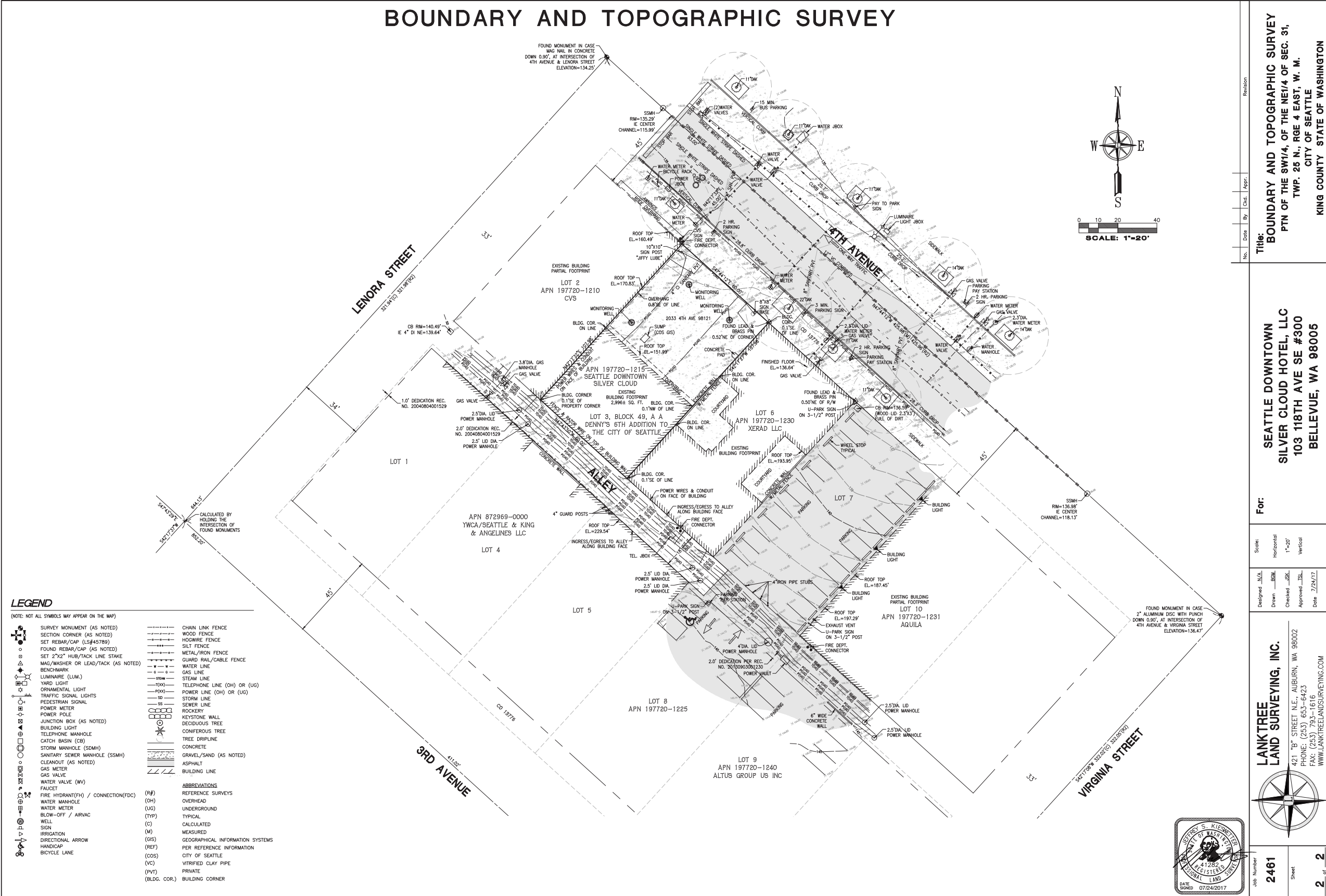


## existing conditions

The site is currently being utilized by a Jiffy Lube oil change station with parking on the east side of the lot facing 4th Avenue. The site is lot bound by a two story drug store to the north and a 5 story apartment building to the south. There is alley access to the site from the west and the site. The Jiffy lube and parking are to be removed from the site prior to the start of construction.

\*drawings not to scale







# suggested priority design guidelines

## seattle design guidelines



### SITE PLANNING & MASSING

#### Response to the Larger Context (Downtown Guidelines)

#### A.2 ENHANCE THE SKYLINE

Design the upper portion of the building to promote visual interest and variety in the downtown skyline. Respect existing landmarks while responding to the skyline’s present and planned profile.

Considerations: Use one or more of the following architectural treatments to accomplish this goal:

- a. sculpt or profile the facades
- b. specify and compose a palette of materials with distinctive texture, pattern, or color and
- c. provide or enhance a specific architectural rooftop element.

**Response:** The preferred proposal is a elegant blend between the older and new existing neighborhood context. The rectilinear articulation of the facade has similar scale to its immediate neighbors to the north and south while also creating a well proportioned and balanced design that wrap the entire structure and makes for an elegant addition to the surrounding skyline. The proposed design steps in at the top two levels to softened the appearance as it meets the sky while still maintaining the overall design concept. The design is also carried through with other elements such as at the top most level, a linear pool that has the appearance of flowing down to the outdoor lounge area as well as the indoor/outdoor bar at the ground level, help to keep a consistent and cohesive concept from street to roof levels.



### ARCHITECTURAL EXPRESSION

#### Relating to the Neighborhood Context (Belltown Guidelines)

#### B.3 REINFORCE THE POSITIVE URBAN FORM & ARCHITECTURAL ATTRIBUTES OF THE IMMEDIATE AREA

Consider the predominant attributes of the immediate neighborhood and reinforce desirable siting patterns, massing arrangements, and streetscape characteristics of nearby development.

Considerations:

- a. Respond to the regulating lines and rhythms of adjacent buildings that also support a street-level environment.
- b. Use regulating lines to promote contextual harmony, solidify the relationship between new and old buildings, and lead the eye down the street.
- c. Pay attention to excellent fenestration patterns and detailing in the vicinity. The use of recessed windows that create shadow lines, and suggest solidity, is encourages.

**Response:** The preferred design relates to both the existng historic context as well as the newer developments by providing a rectilinear yet modern design that has direct reference to the adjacent existing structures. By providing a linear design that has wrapping qualities, the concept is able to not just focus on the 4th avenue facade but rather, contributes to the overall design of the neighborhood both in its interactive streetscape but also at the upper levels as the banding concept wraps the other elevations to create a dynamic addition to the Belltown skyline.



### ARCHITECTURAL EXPRESSION

#### Relating to the Neighborhood Context (Downtown Guidelines)

#### B.4 DESIGN A WELL-PROPORTIONED & UNIFIED BUILDING

Compose the massing and organize the interior and exterior spaces to create a well-proportioned building that exhibits a coherent architectural concept. Design the architectural elements and finish details to create a unified building, so that all components appear integral to the whole.

Buildings that exhibit form and features identifying the functions within the building help to orient people to their surroundings, enhancing their comfort and sense of security while downtown.

**Response:** The preferred design provides a cohesive and balanced design concept by wrapping around all for sides of the facade and gives a elegant primary elevation on 4th Avenue while also addressing the north elevation that will be very visible. While the project is located on an interior lot, the corner lot to the north will not be developed for 30+ years and due the one way traffic traveling south on 4th ave, the design focuses on providing balance and importance to not only the primary street facade but also the corner view. The width of the building along 4th avenue is carried through the north elevation in cladding while the windows are set back to allow for the further design opportunites such as enhanced shadow lines or decks.



# suggested priority design guidelines

## seattle design guidelines



### THE STREETScape

#### Creating the Pedestrian Environment (Belltown Guideline)

##### C.1 PROMOTE PEDESTRIAN INTERACTION

Spaces for street level uses should be designed to engage pedestrians with the activities occurring within them. Sidewalk-related spaces should appear safe, welcoming, and open to the general public.

##### Considerations:

- a. reinforce existing retail concentrations
- b. Vary in size, width and depth of commercial spaces, accommodating for smaller businesses, where feasible
- c. Incorporate unique hardscape treatments, pedestrian-scale sidewalk lighting and accent paving (especially at corners, entries and passageways)

**Response:** The preferred design will be primarily glazed and a large portion stepped back to encourage pedestrian activity. A large outdoor patio space with operable glazing will allow for the interior lounge and bar space to flow out and engage at the street level. The hotel entrance will be pushed forward and be identifiable by the articulation of the massing above coming down to meet the ground and providing for a natural marker. There will also be different accent paving utilized at both the hotel entry and outdoor seating area.



### THE STREETScape

#### Creating the Pedestrian Environment (Downtown Guidelines)

##### C.4 REINFORCE BUILDING ENTRIES

To promote pedestrian comfort, safety, and orientation, reinforce building entries.

Entries should be clearly identifiable and visual from the street and easily accessible and inviting to pedestrians. In order to increase personal safety, entries and associated open spaces should be designed to avoid the creation of isolated areas and to maintain lines of sight into and out of the space.

**Response:** The preferred design creates an integral outdoor seating area by pulling the fully glazed street level facade back approx. 5' further than required by the 3' sidewalk easement while the hotel entry is pushed forward to create an identifiable beacon for hotel and restaurant guests alike. By pulling the majority of the street level facade back, it allows for more pedestrian activity and interaction while creating a natural focal point at the building entry.



### THE STREETScape

#### Creating the Pedestrian Environment (Belltown Guidelines)

##### C.5 ENCOURAGE OVERHEAD WEATHER PROTECTION

Project applicants are encouraged to provide continuous, well-lit, overhead weather protection to improve pedestrian comfort and safety along major pedestrian routes.

##### Considerations:

- a. The overall architectural concept of the building
- b. Uses occurring within the building or in the adjacent streetscape environment.
- c. Minimize gaps in coverage
- f. Relationship to architectural features
- h. Use of translucent or transparent covering material to maintain a pleasant sidewalk environment with plenty of natural light.

**Response:** The preferred design includes a canopy that is integrated into the overall concept and proposes a slim and sleek transparent canopy that aligns with the transition of recessed storefront. The canopy is an element meant to unify the ground level activities with entries articulated through the facade design.



# suggested priority design guidelines

## seattle design guidelines



### PUBLIC AMENITIES

Enhancing the Streetscape & Open Space  
(Belltown Guideline)

#### D.3 PROVIDE ELEMENTS THAT DEFINE THE PLACE

Provide special elements on the facades, within public open spaces, or on the sidewalk to create a distinct, attractive, and memorable 'sense of place' associated with the building.

Considerations:

Art and History are vital to reinforcing a sense of place.

Street Furniture/Furnishings:

4th Avenue - street furnishings on 4th Avenue should be 'off-the-shelf'/ catalogue modern to reflect the high-rise land uses existing or permitted along that corridor

**Response:** The preferred design plans to incorporate planters, distinctive paving and integrated outdoor bar with seating to help define a self of place for the limited street frontage available. The design includes an indoor/ outdoor cafe experience with seperate hotel entrance to add character and interest along the short streetscape.



### PUBLIC AMENITIES

Enhancing the Streetscape & Open Space  
(Belltown Guideline)

#### D.4 PROVIDE APPROPRIATE SIGNAGE

Design signage appropriate for the scale and character of the project and immediate neighborhood. All signs should be oriented to pedestrians and/ or persons in vehicles on streets within the immediate neighborhood.

The individual mostly interacts with a building at the street level, and this helps influence our perception of the entire place. Rich visual details such as signs at the street level add interest and character to the facade, setting the stage for an active street environment.

**Response:** The preferred design will have sleek, clean, contemporary signage that is incorporated into the overall building concept. The solid portion of the structure above that comes down to meet the ground will provide a perfect opportunity for backlit signage to help identify the hotel entry while the transparent canopy along the length of the facade will be utilized for hanging signage to advertise the bar and restaurant housed within.



### PUBLIC AMENITIES

Enhancing the Streetscape & Open Space  
(Belltown Guideline)

#### D.5 PROVIDE ADEQUATE LIGHTING

To promote a sense of security for people downtown during nighttime hours, provide appropriate levels of lighting on the building facade, on the underside of overhead weather protection, on and around street furniture, in merchandising display windows, in landscapes areas, and on signage.

Considerations:

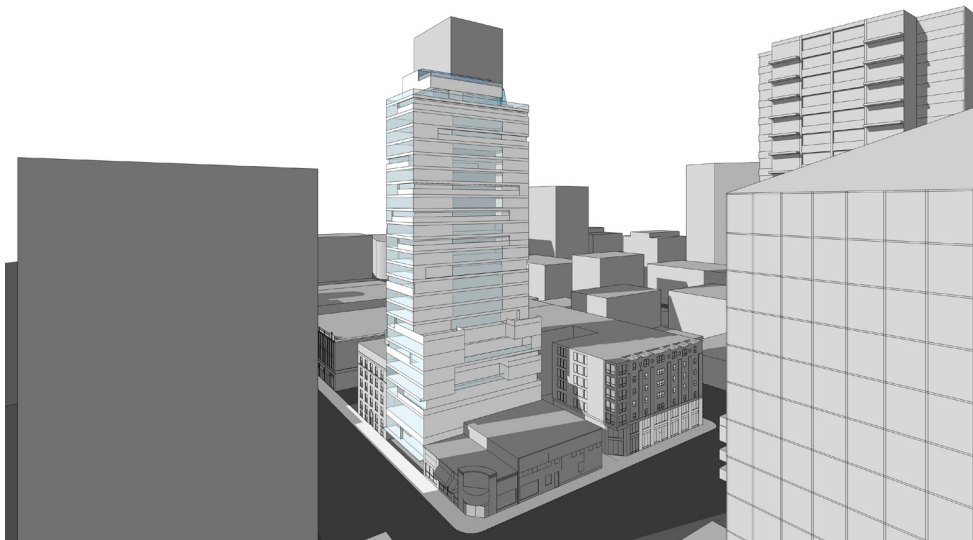
- a. Illuminate distinctive features of the building, including entries, signage, canopies, and areas of architectural detail and interest.
- b. Install lighting in display windows that spills onto and illuminates the sidewalk.
- c. Orient outside lighting to minimize glare within the public right-of-way.

**Response:** The site is located in the downtown core, on the edge of the Belltown neighborhood which has a rich and viberant nightlife. The entire ground level will be lit 24 hours a day with specialty exterior lighting provided at the outdoor seating and hotel entry. The project will also have integrated lighting up the structure to further enhance the design concept for a varied visual scale both at the street level and from blocks away.



# proposal summary

## option comparison



### OPTION 1:

# Hotel Units: 171                      # Residential Units: 10

Bike Stalls: 15

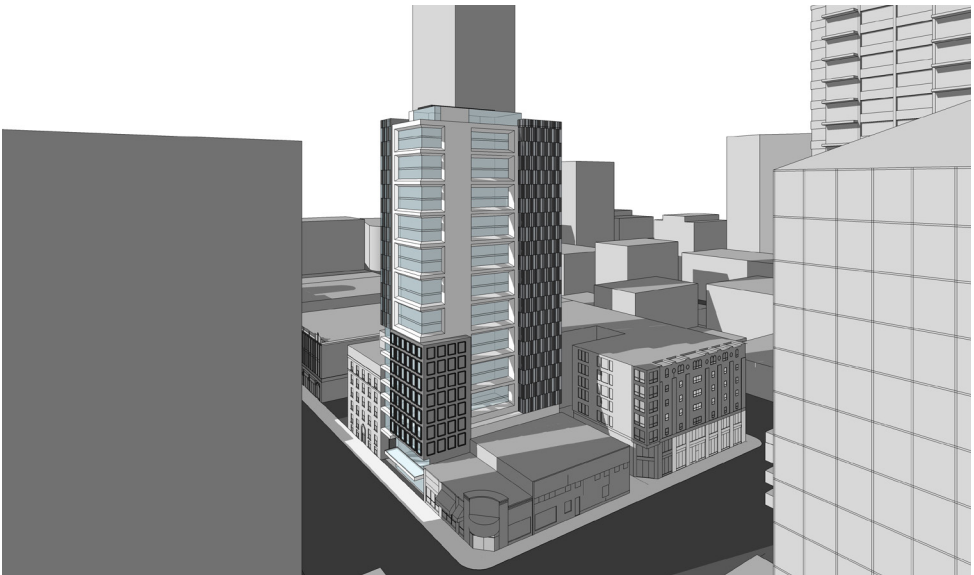
FAR SF:

- Residential (non chargeable): 11050
- Non Residential (chargeable): 84075

        Total chargeable FAR: 90718

#### Design Guidelines

- Opportunities:
- B.4 Design a well portioned and unified building
  - C.5 Encourage Overhead Weather Protection
  - D.3 Provide Elements that define the Place
  - D.5 Provide Adequate Lighting
- Constraints:
- A.2 Enhance the Skyline
  - B.3 Reinforce the positive urban form
  - C.1 Promote pedestrian interaction
  - C.4 Reinforce Building Entries
  - D.4 Provide Appropriate Signage
- Code Compliant:
- Departures-None



### OPTION 2:

# Hotel Units: 166                      # Residential Units: 10

Bike Stalls: 15

FAR SF:

- Residential (non chargeable): 11020
- Non Residential (chargeable): 84025

        Total chargeable FAR: 90715

#### Design Guidelines

- Opportunities:
- A.2 Enhance the Skyline
  - B.3 Reinforce the positive urban form
  - C.5 Encourage Overhead Weather Protection
  - D.3 Provide Elements that define the Place
  - D.4 Provide Appropriate Signage
  - D.5 Provide Adequate Lighting
- Constraints:
- B.4 Design a well portioned and unified building
  - C.1 Promote pedestrian interaction
  - C.4 Reinforce Building Entries
- Code Compliant:
- Departure needed to accomate alley width massing



### OPTION 3 (PREFERRED):

# Hotel Units: 170                      # Residential Units: 10

Bike Stalls: 15

FAR SF:

- Residential (non chargeable): 11130
- Non Residential (chargeable): 84050

        Total chargeable FAR: 90705

#### Design Guidelines

- Opportunities:
- A.2 Enhance the Skyline
  - B.3 Reinforce the positive urban form
  - B.4 Design a well portioned and unified building
  - C.1 Promote pedestrian interaction
  - C.4 Reinforce Building Entries
  - C.5 Encourage Overhead Weather Protection
  - D.3 Provide Elements that define the Place
  - D.4 Provide Appropriate Signage
  - D.5 Provide Adequate Lighting
- Constraints:
- (1) Departure Requested, see page 9



# architectural concept

## option #1: concept summary

### option 1:

# Hotel Units: 166      # Residential Units: 10      Bike Stalls: 15

FAR SF:

- Residential (non chargeable): 11020
- Non Residential (chargeable): 84025

Total chargeable FAR: 90715

Code Compliant:

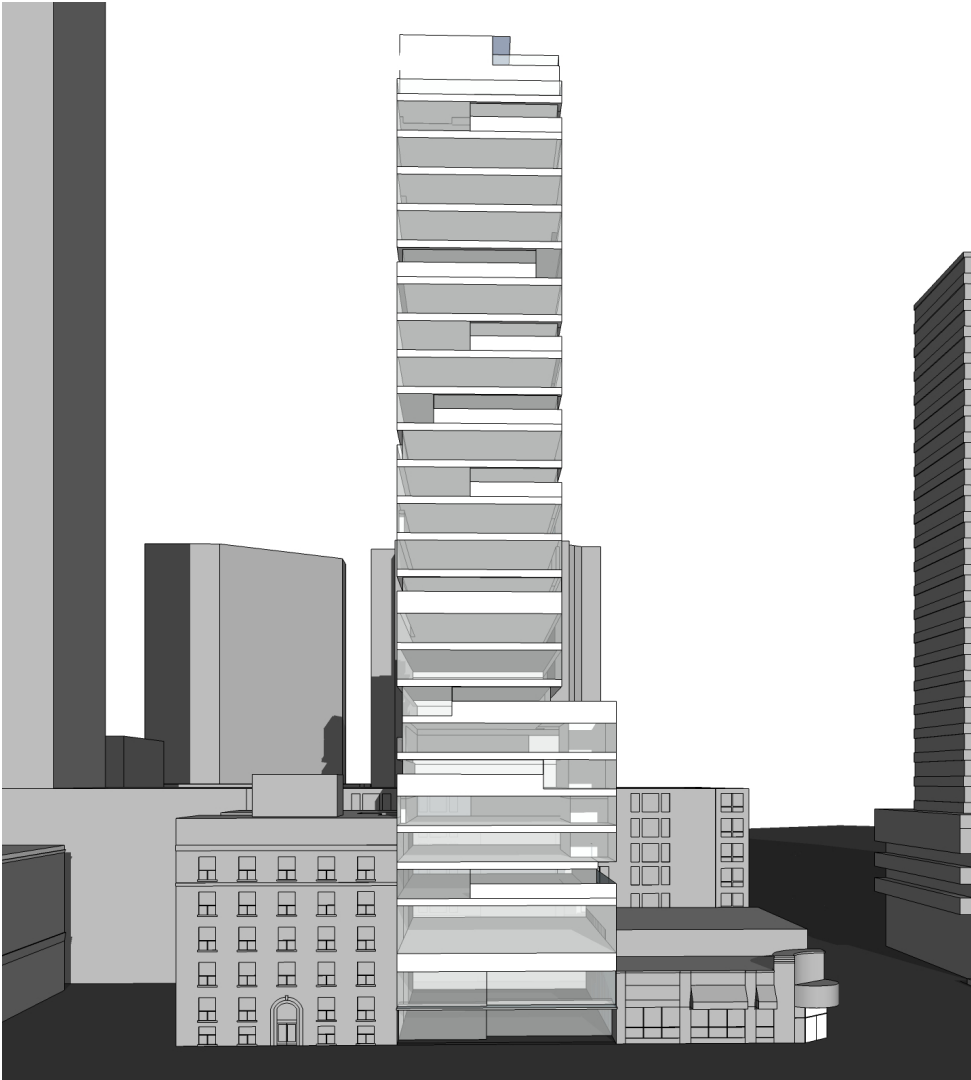
- Departures-None

### design guidelines

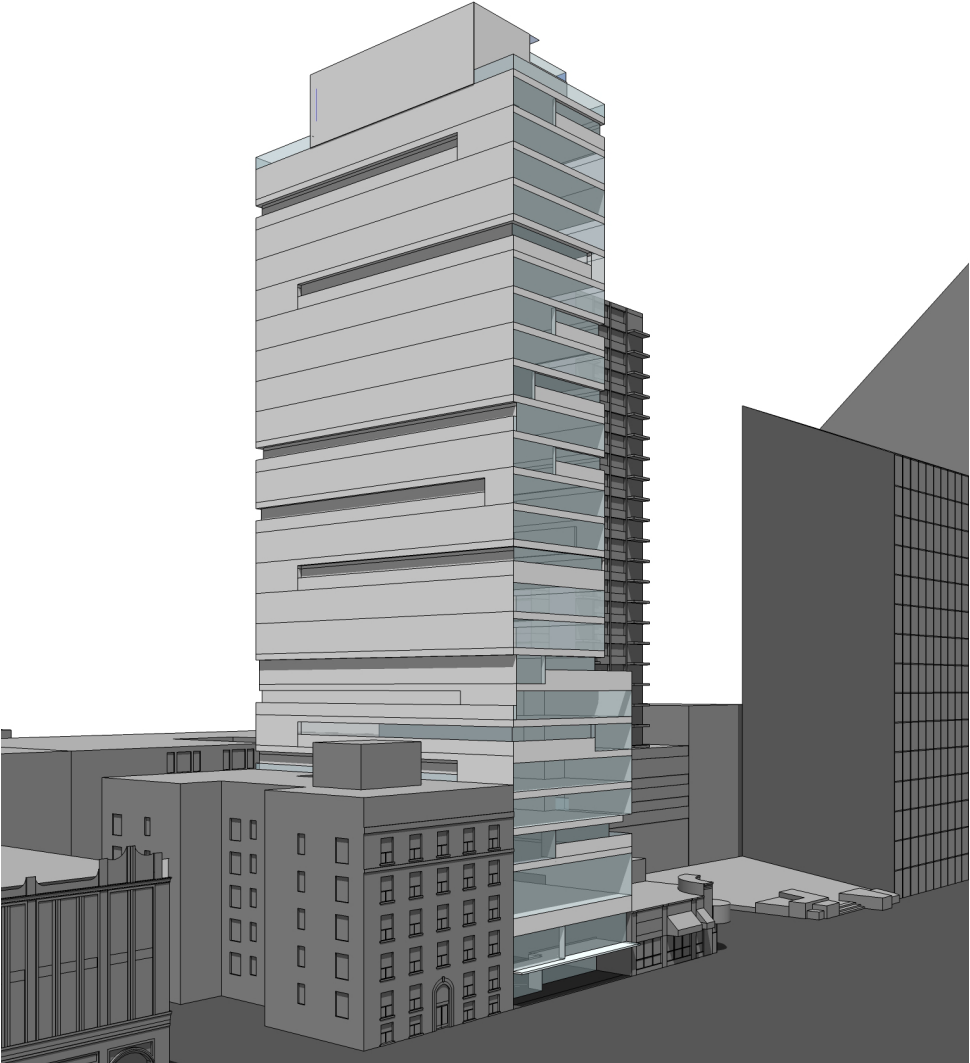
- Opportunities:
- B.4 Design a well portioned and unified building
  - C.5 Encourage Overhead Weather Protection
  - D.3 Provide Elements that define the Place
  - D.5 Provide Adequate Lighting
- Constraints:
- A.2 Enhance the Skyline
  - B.3 Reinforce the positive urban form
  - C.1 Promote pedestrian interaction
  - C.4 Reinforce Building Entries
  - D.4 Provide Appropriate Signage



PERSPECTIVE LOOKING SOUTH



4TH AVENUE ELEVATION

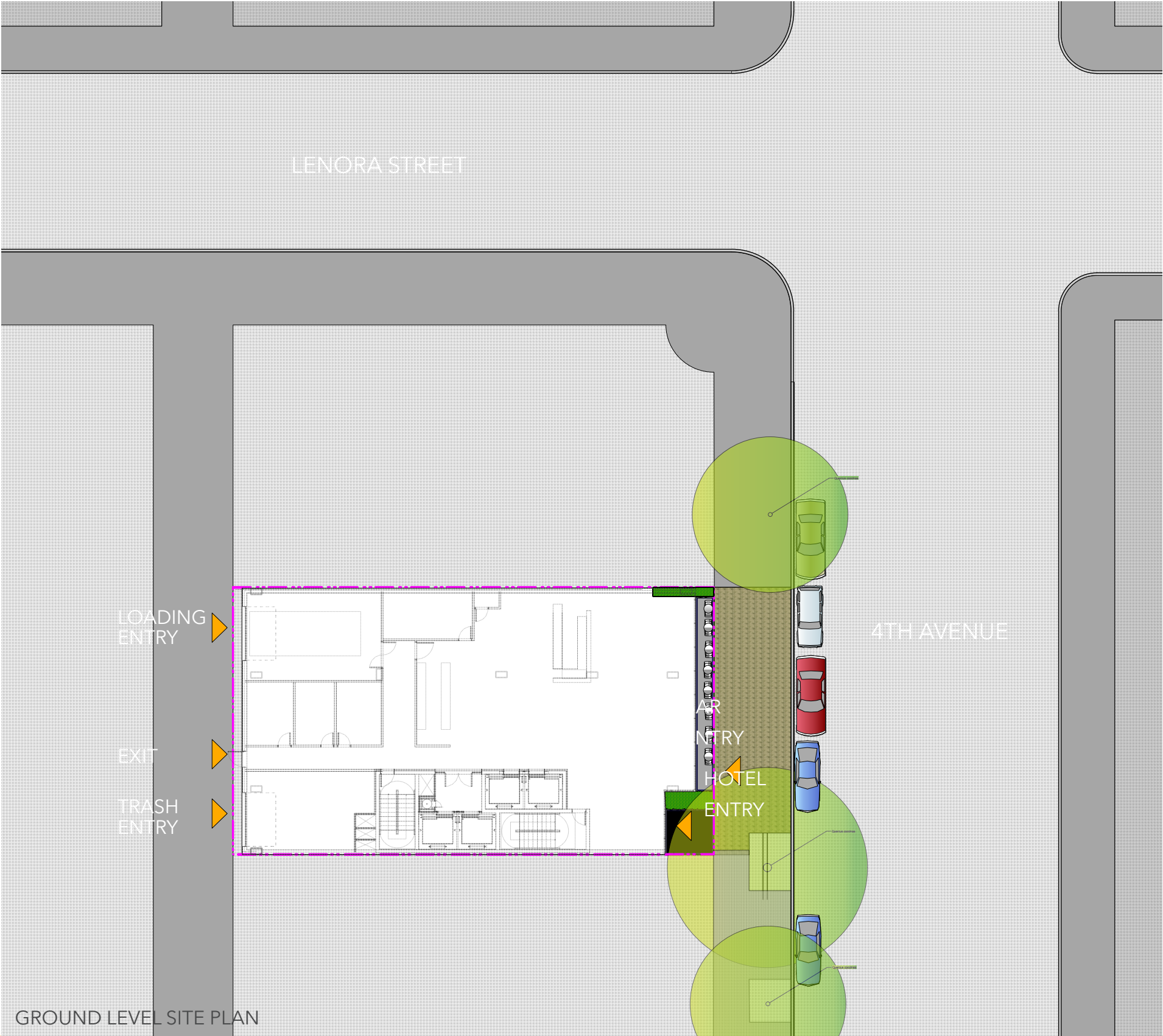


PERSPECTIVE LOOKING NORTH



# architectural concept

option #1: ground level site plan

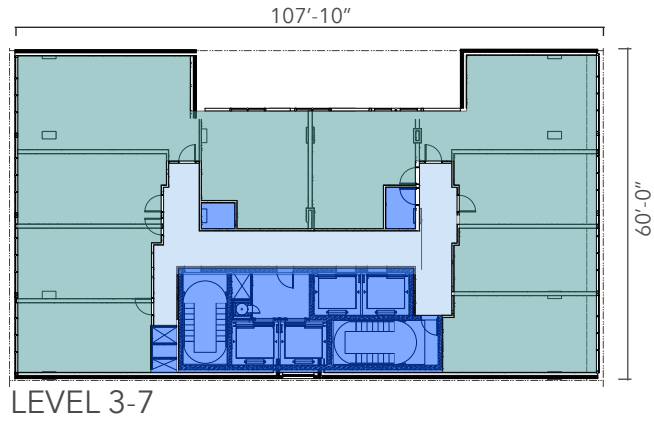
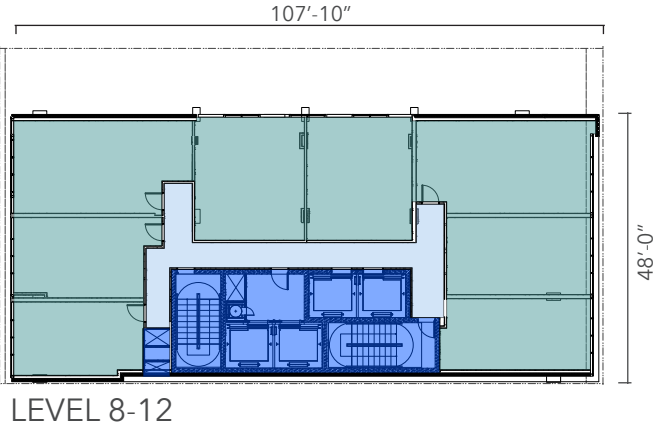
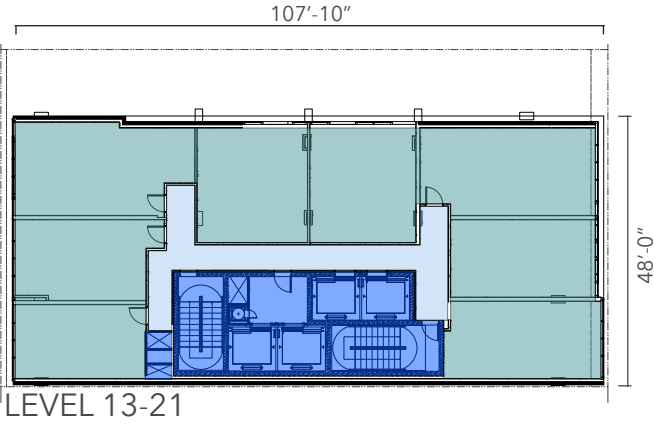
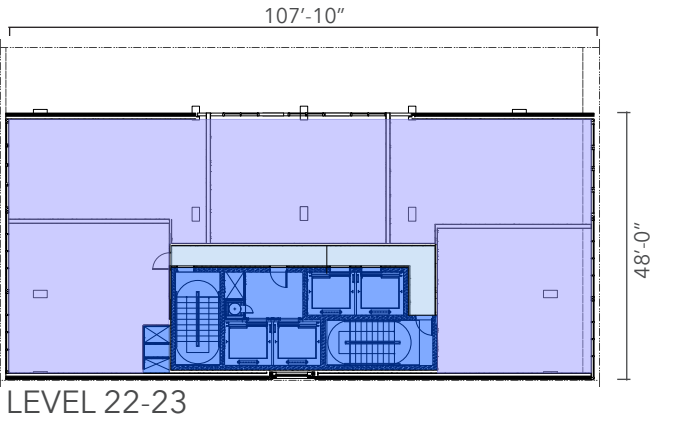
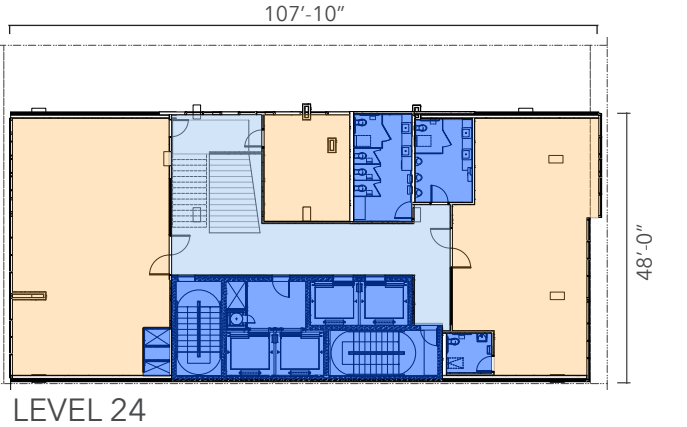
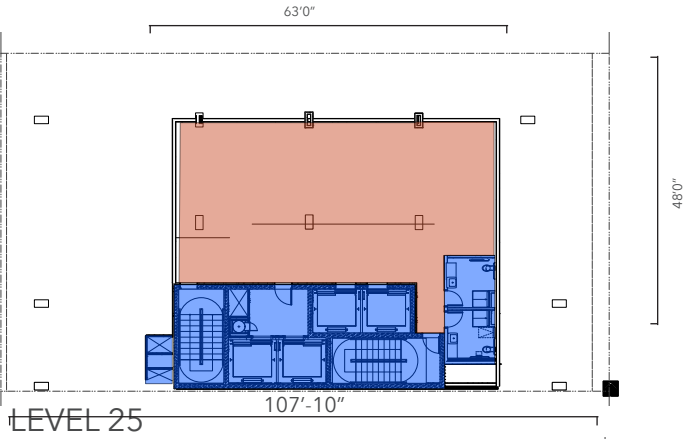


GROUND LEVEL SITE PLAN

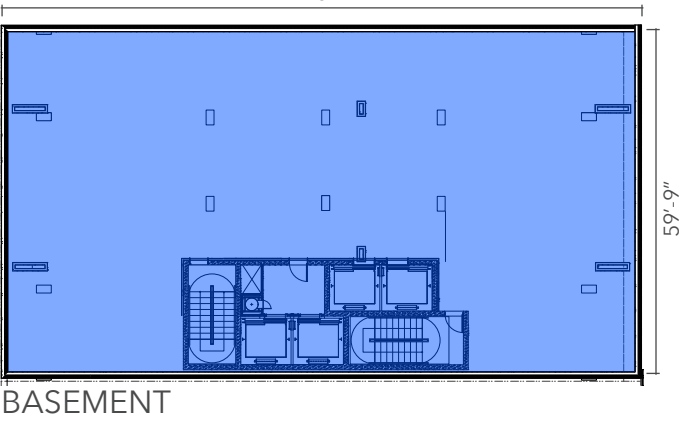
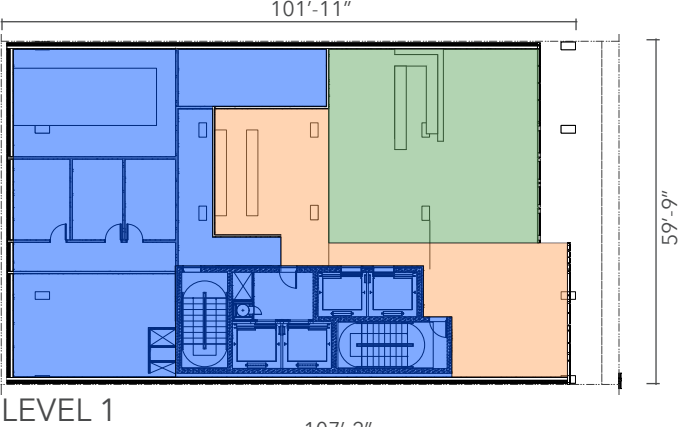
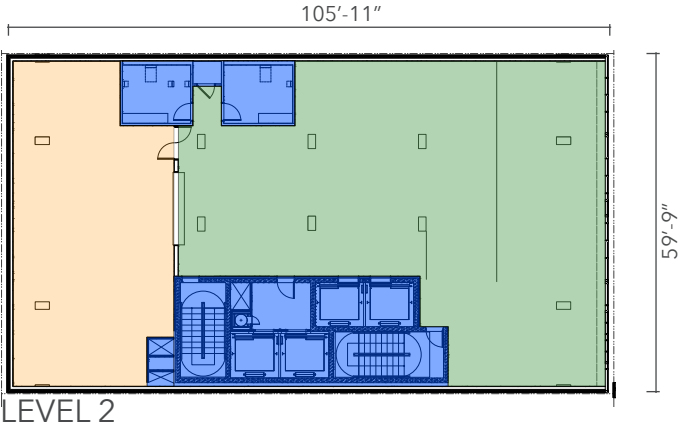


# architectural concept

## option #1: plans



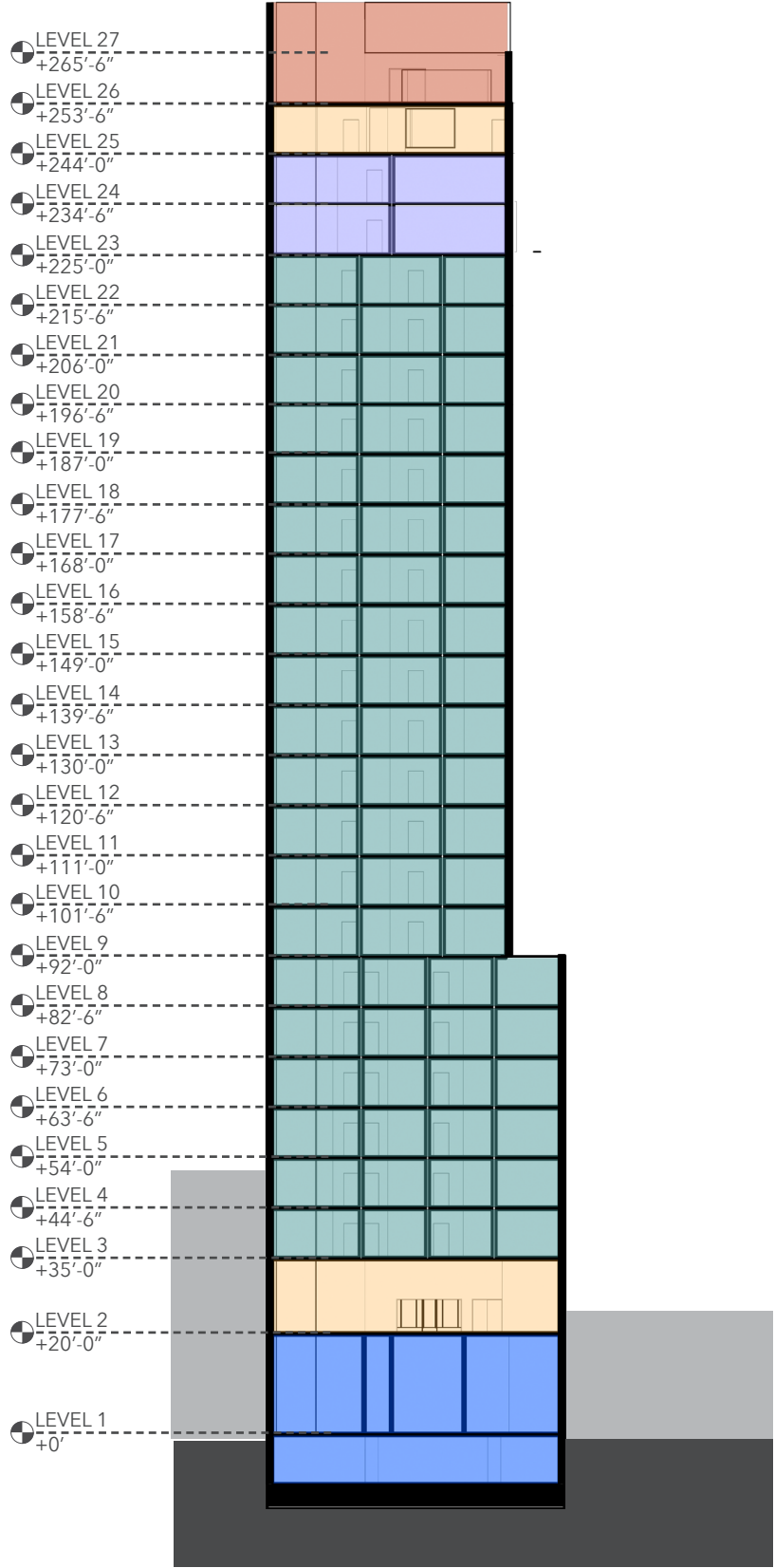
- KEY:
- Lobby
  - Restaurant
  - Outdoor Space
  - Office/Fitness
  - Lodging
  - Circulation
  - Core Functions
  - Units



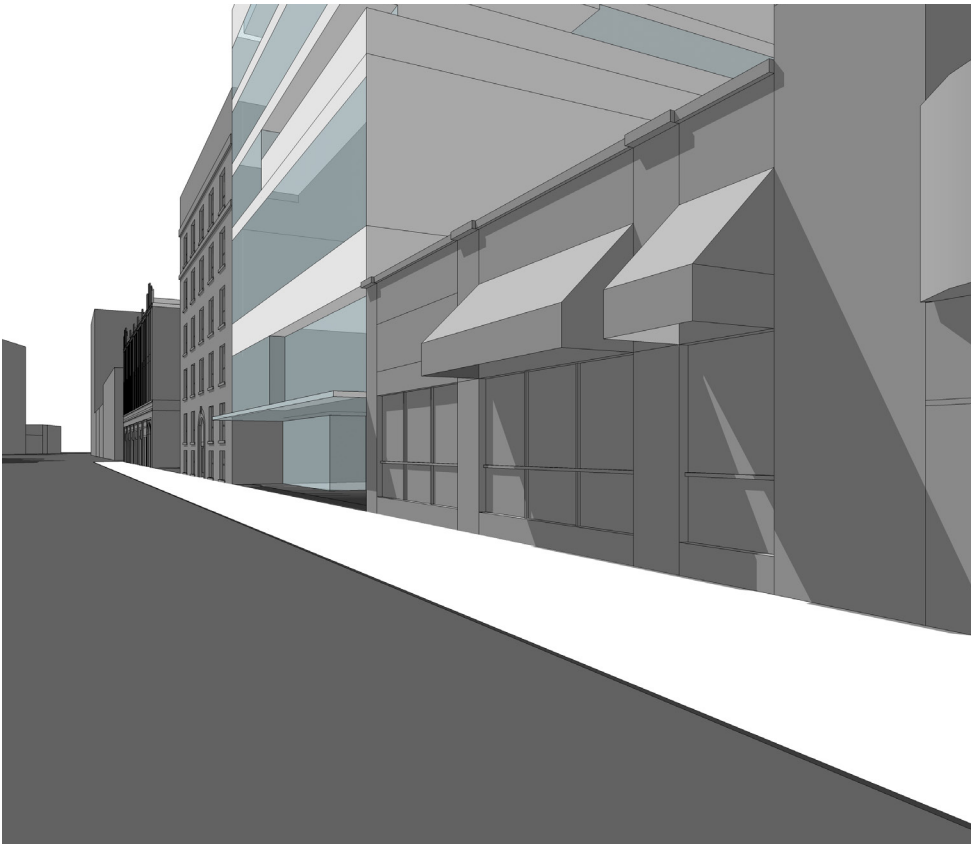


# architectural concept

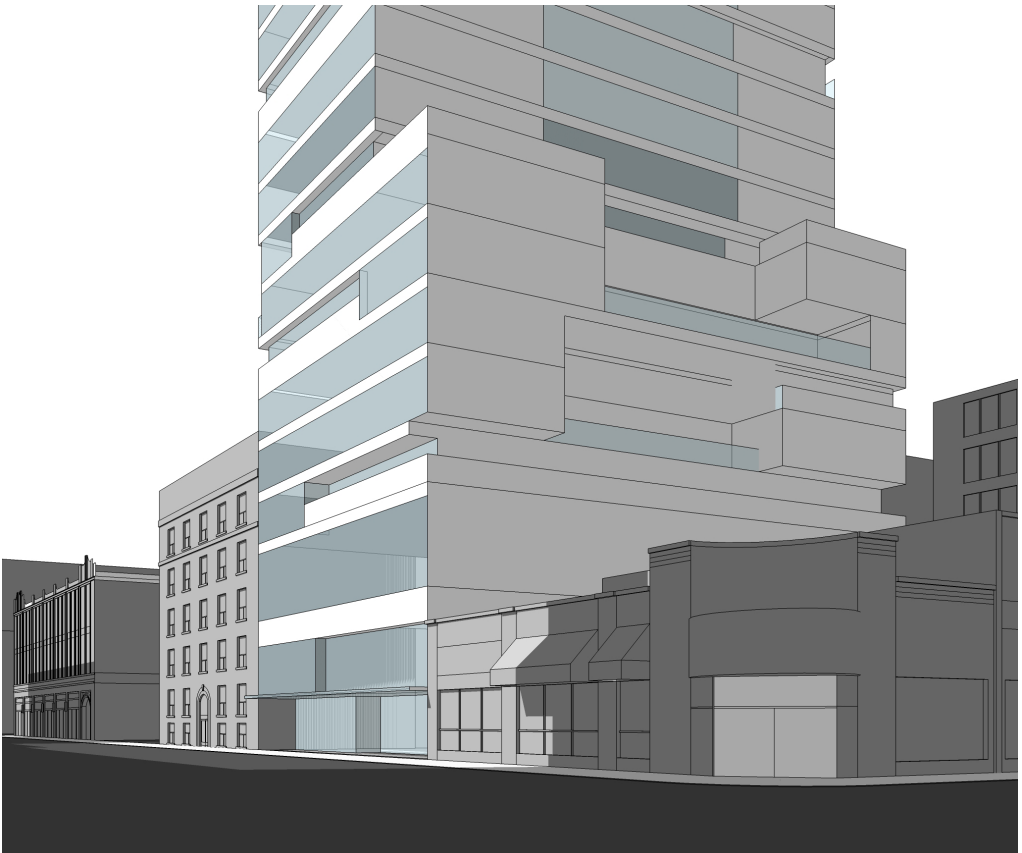
option #1: model perspectives



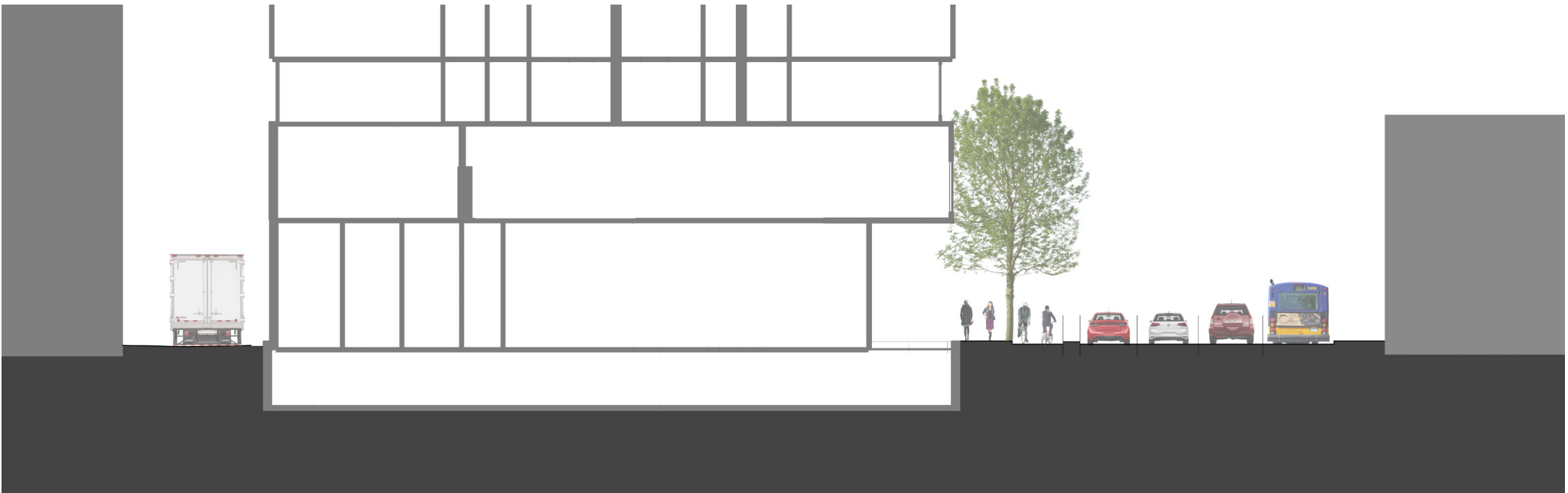
BUILDING SECTION



ENLARGED ELEVATION



STREETSCAPE PERSPECTIVE

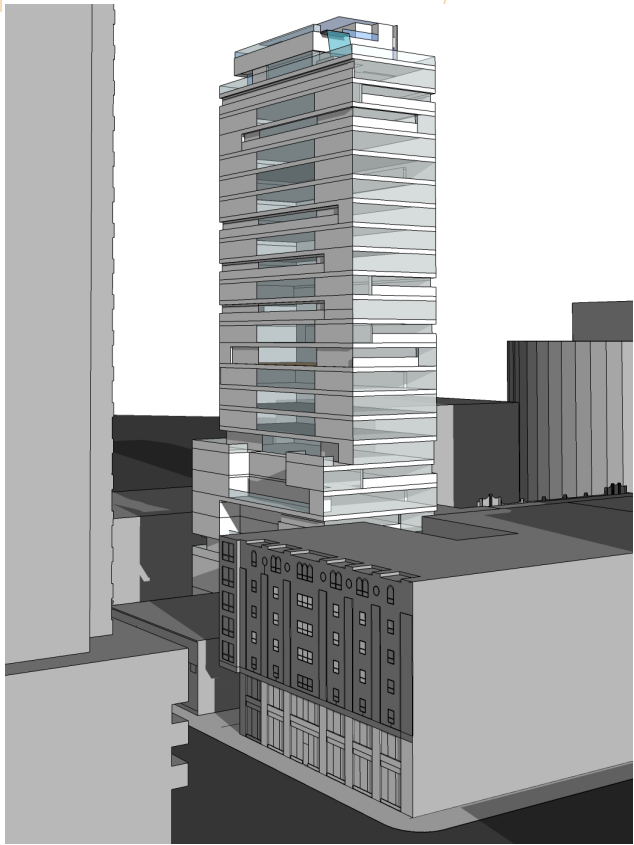


STREETSCAPE SECTION

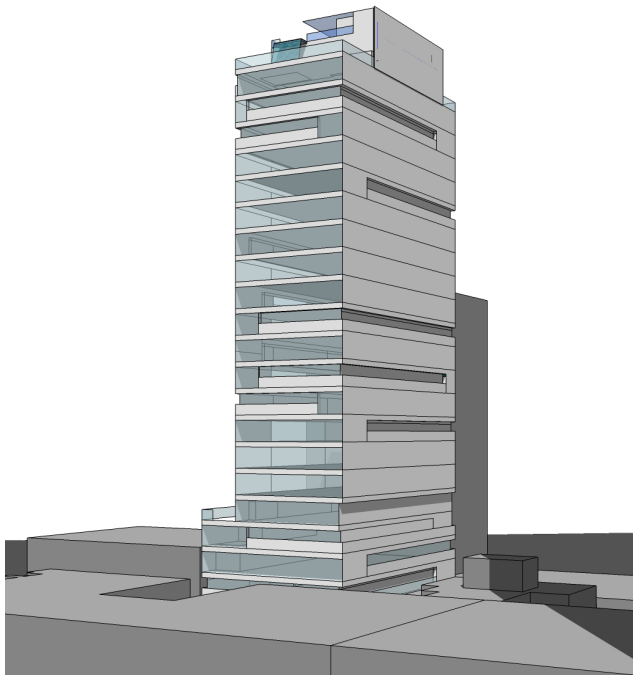


# architectural concept

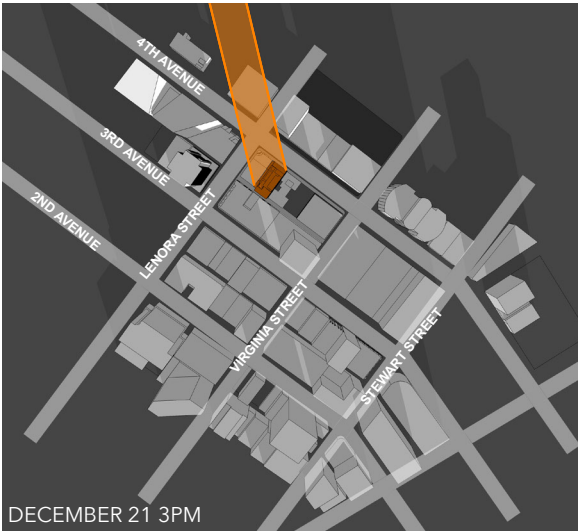
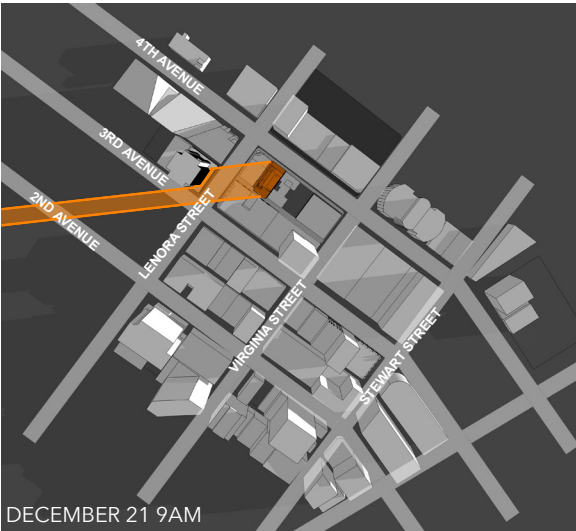
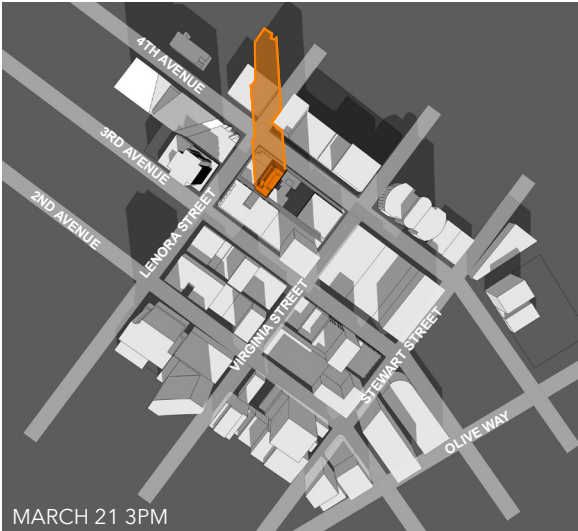
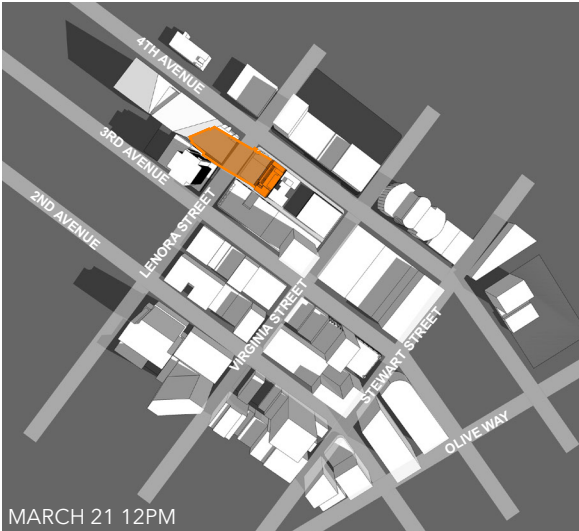
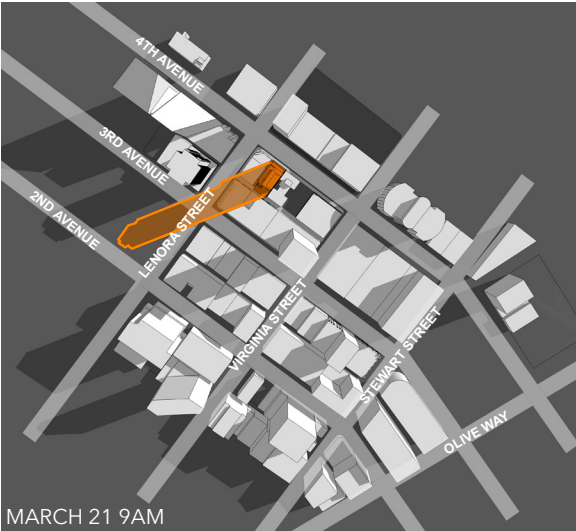
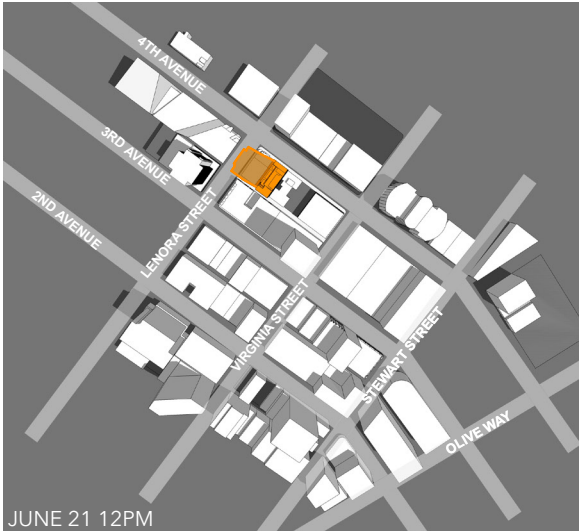
option 1: sun diagrams and perspectives



PERSPECTIVE LOOKING WEST AT ALLEY ELEVATION



PERSPECTIVE LOOKING NORTH AT ALLEY ELEVATION

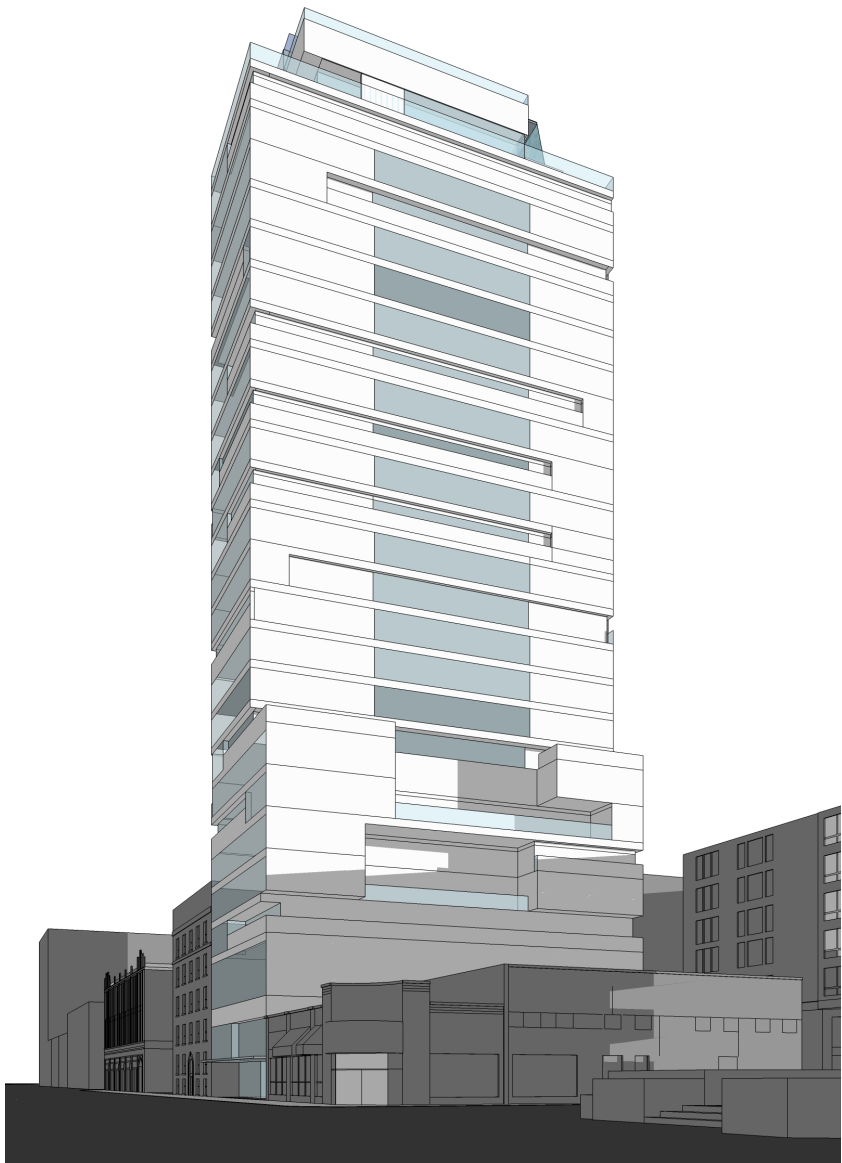


SUN STUDY DIAGRAMS

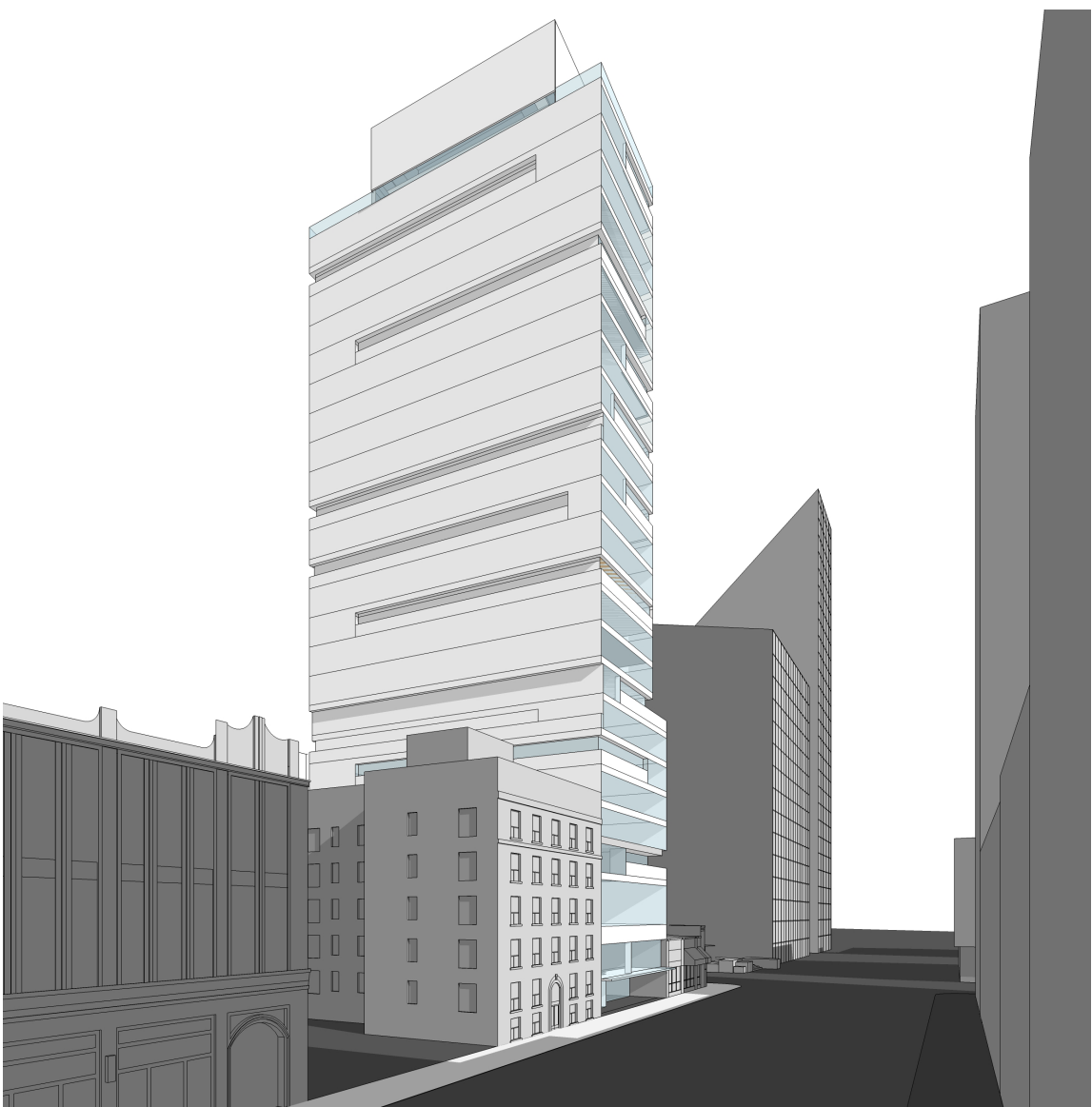


# architectural concept

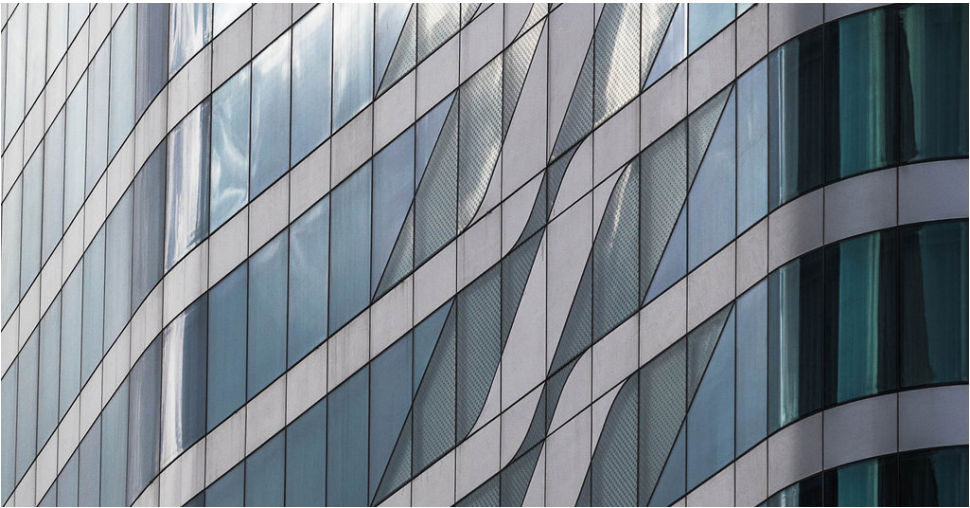
option #1: design case study images



PERSPECTIVE LOOKING SOUTH ALONG 4TH AVENUE



PERSPECTIVE LOOKING NORTH ALONG 4TH AVENUE



WINDOW SYSTEM WITH BANDING



BANDING TO ADD TEXTURE



TRANSPARENCY VS. OPAQUE WALL



# architectural concept

## option #2: concept summary

### option 2:

# Hotel Units: 166      # Residential Units: 10      Bike Stalls: 15

#### FAR SF:

- Residential (non chargeable): 11020
- Non Residential (chargeable): 84025
- Total chargeable FAR: 90715

#### Code Compliant:

- Departure needed to accomate alley width massing

### design guidelines

#### Opportunities:

- A.2 Enhance the Skyline
- B.3 Reinforce the positive urban form
- C.5 Encourage Overhead Weather Protection
- D.3 Provide Elements that define the Place
- D.4 Provide Appropriate Signage
- D.5 Provide Adequate Lighting

#### Constraints:

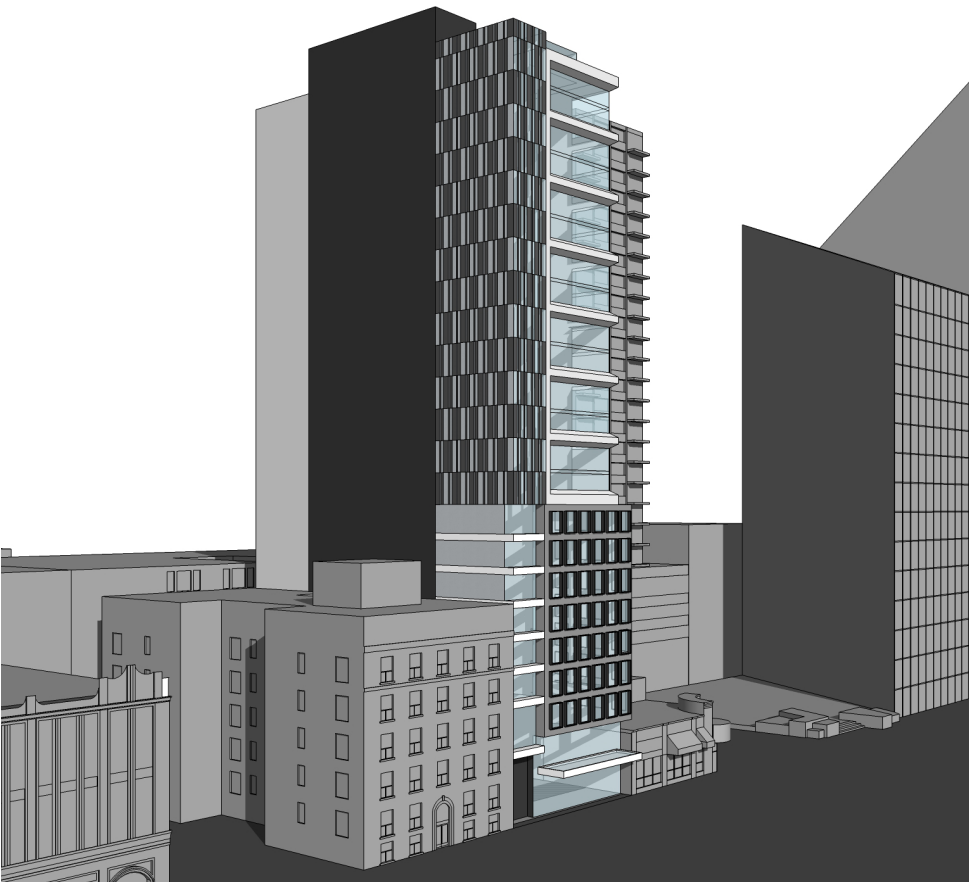
- B.4 Design a well portioned and unified building
- C.1 Promote pedestrian interaction
- C.4 Reinforce Building Entries



PERSPECTIVE LOOKING SOUTH



4TH AVENUE ELEVATION



PERSPECTIVE LOOKING NORTH



# architectural concept

option #2: ground level site plan

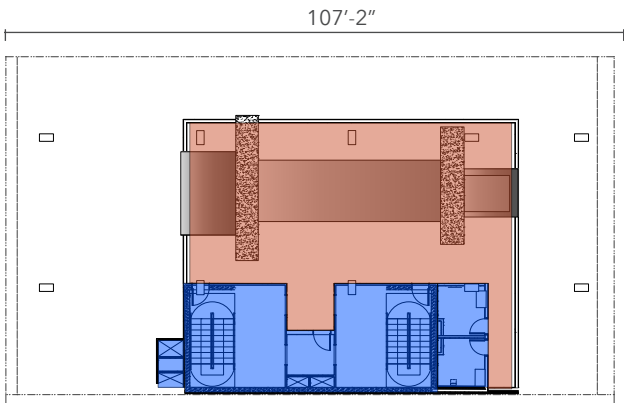




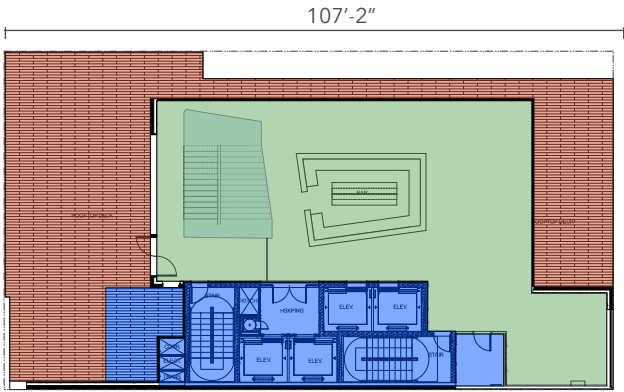
# architectural concept

option #2: floor plans

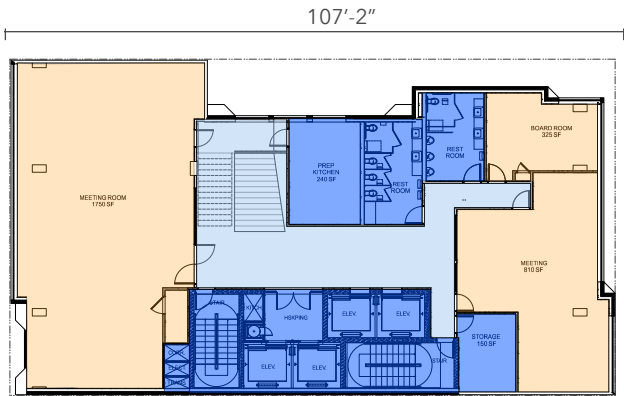
- KEY:
- Lobby
  - Restaurant
  - Outdoor Space
  - Office/Fitness
  - Lodging
  - Circulation
  - Core Functions
  - Units



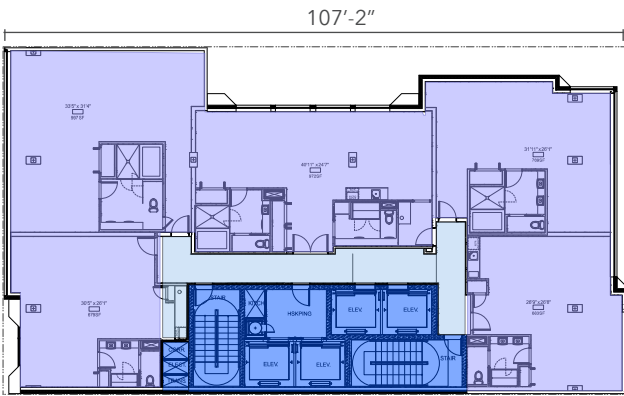
LEVEL 25



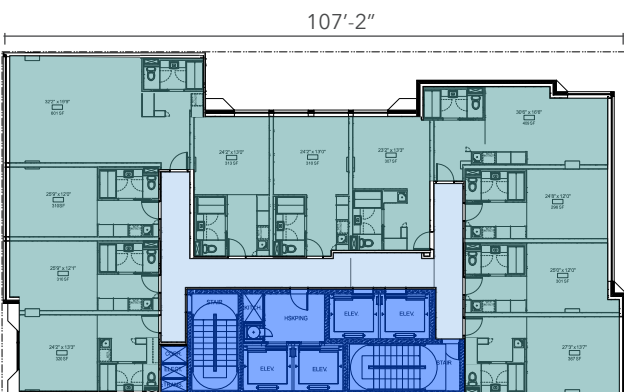
LEVEL 24



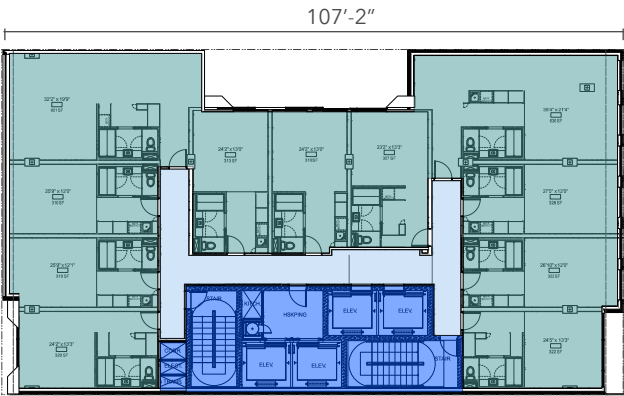
LEVELS 23



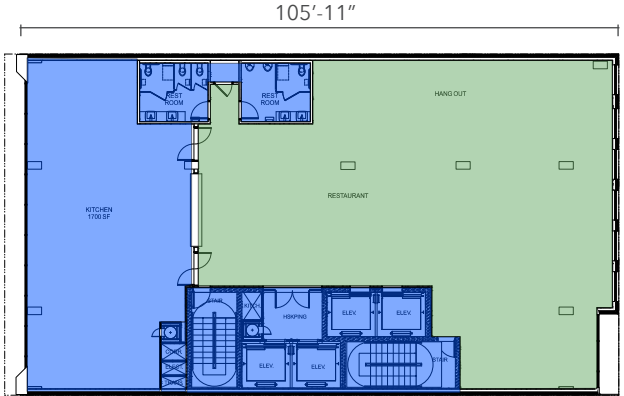
LEVEL 21-22



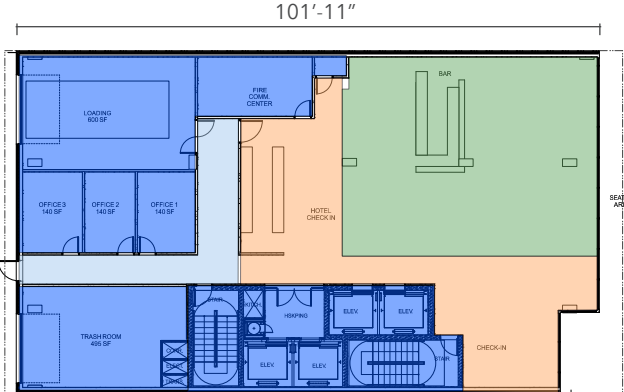
LEVEL 8-20



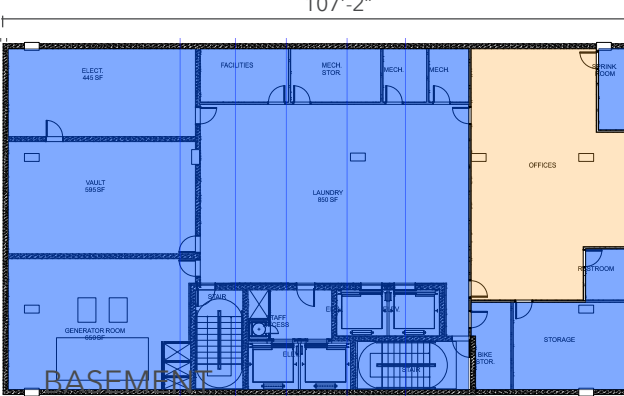
LEVEL 3-7



LEVEL 2



LEVEL 1

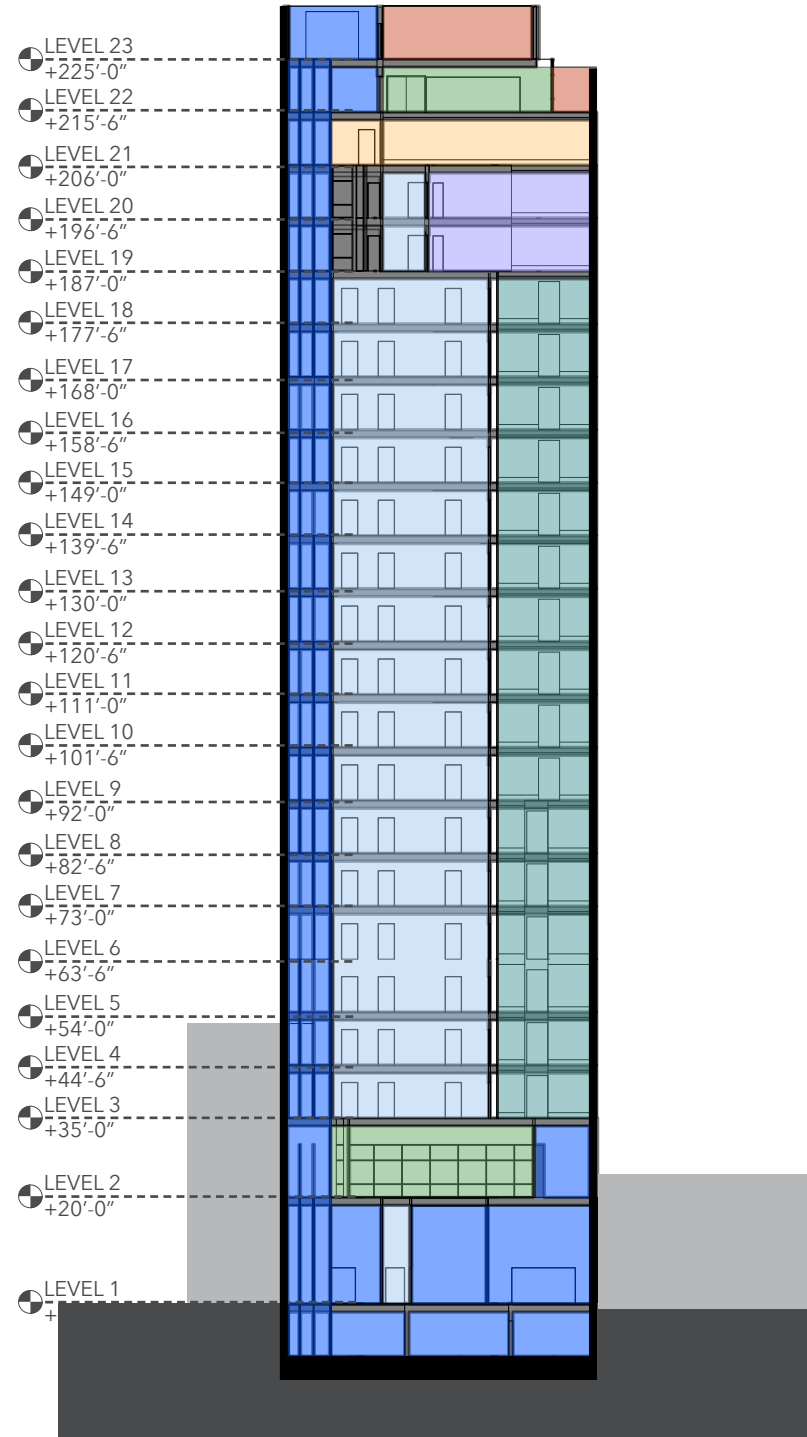


BASEMENT

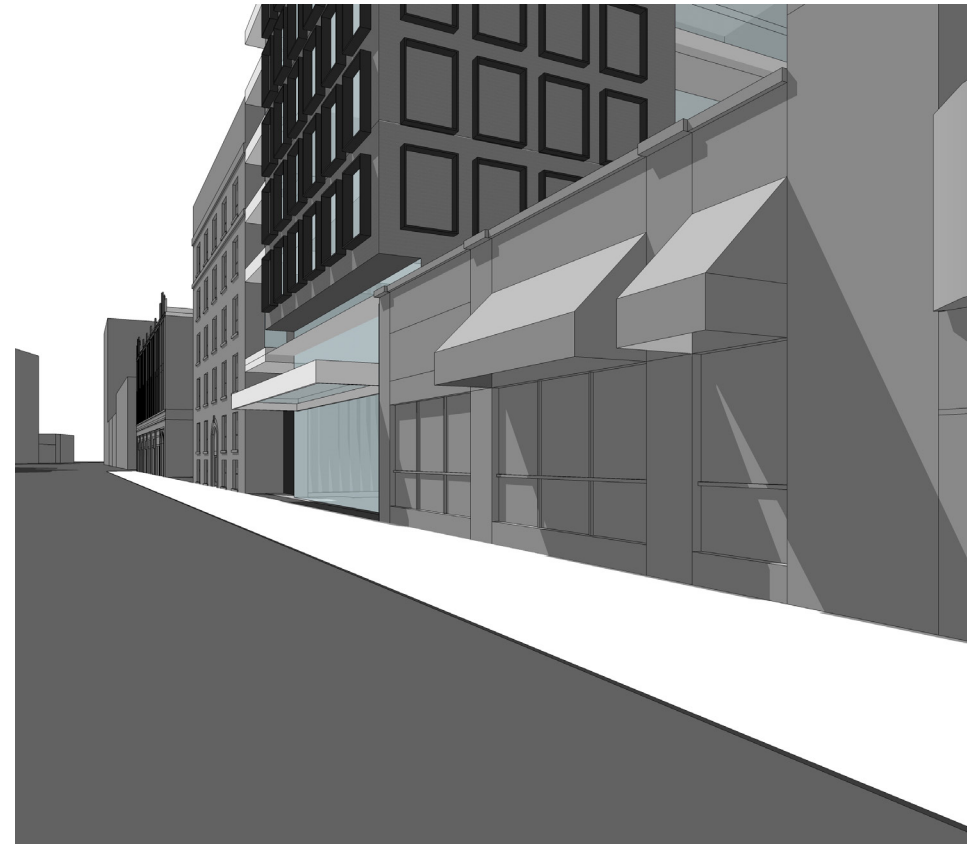


# architectural concept

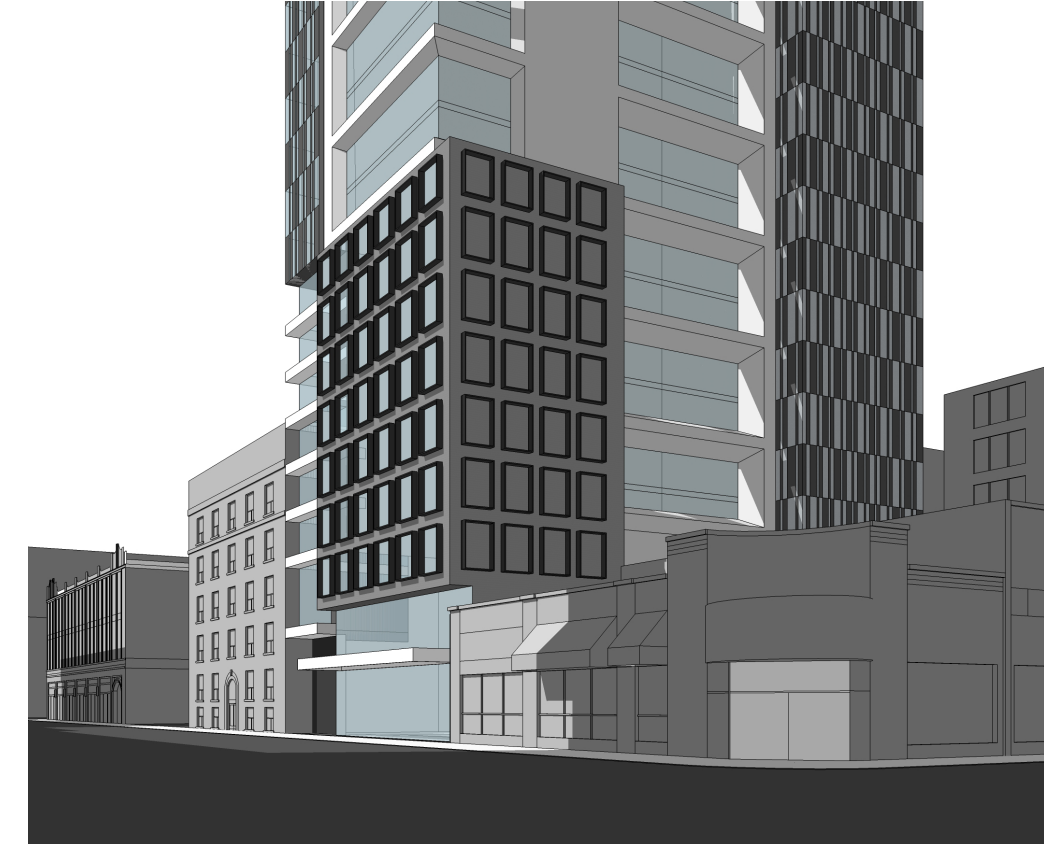
## option #2: model perspectives and sections



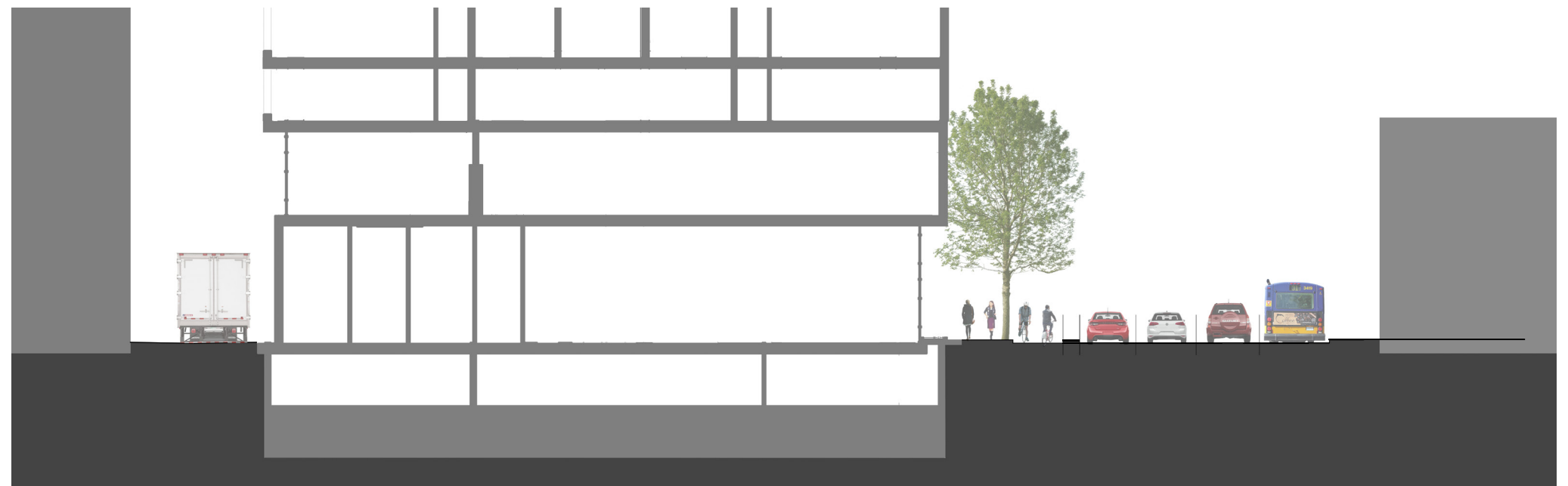
BUILDING SECTION



ENLARGED ELEVATION



STREETSCAPE PERSPECTIVE



STREETSCAPE SECTION

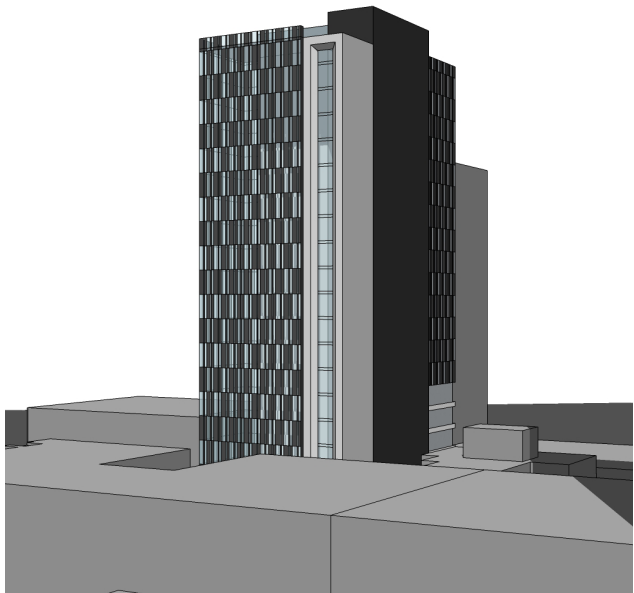


# architectural concept

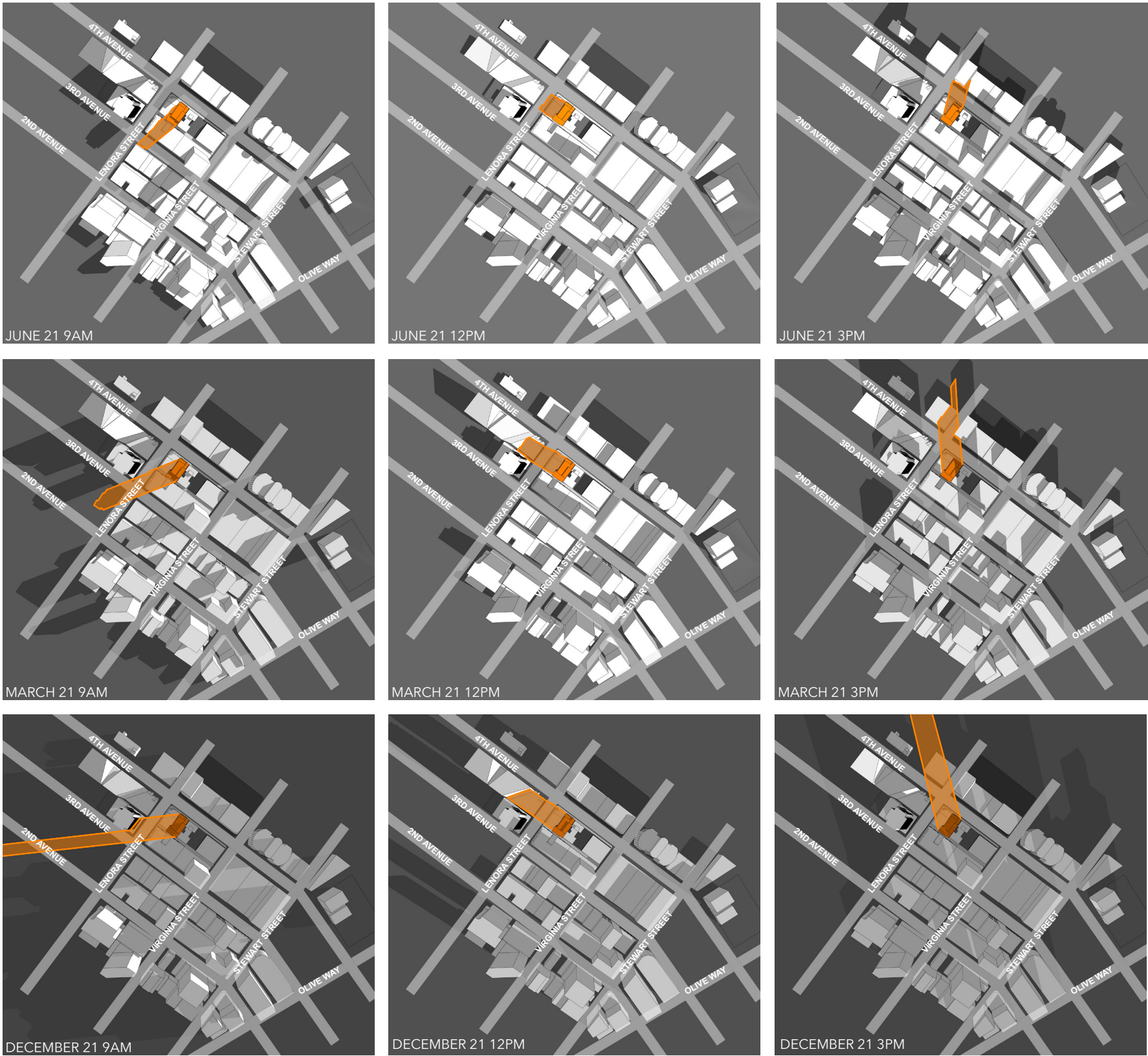
option #2: sun diagrams



PERSPECTIVE LOOKING WEST AT ALLEY ELEVATION



PERSPECTIVE LOOKING NORTH AT ALLEY ELEVATION

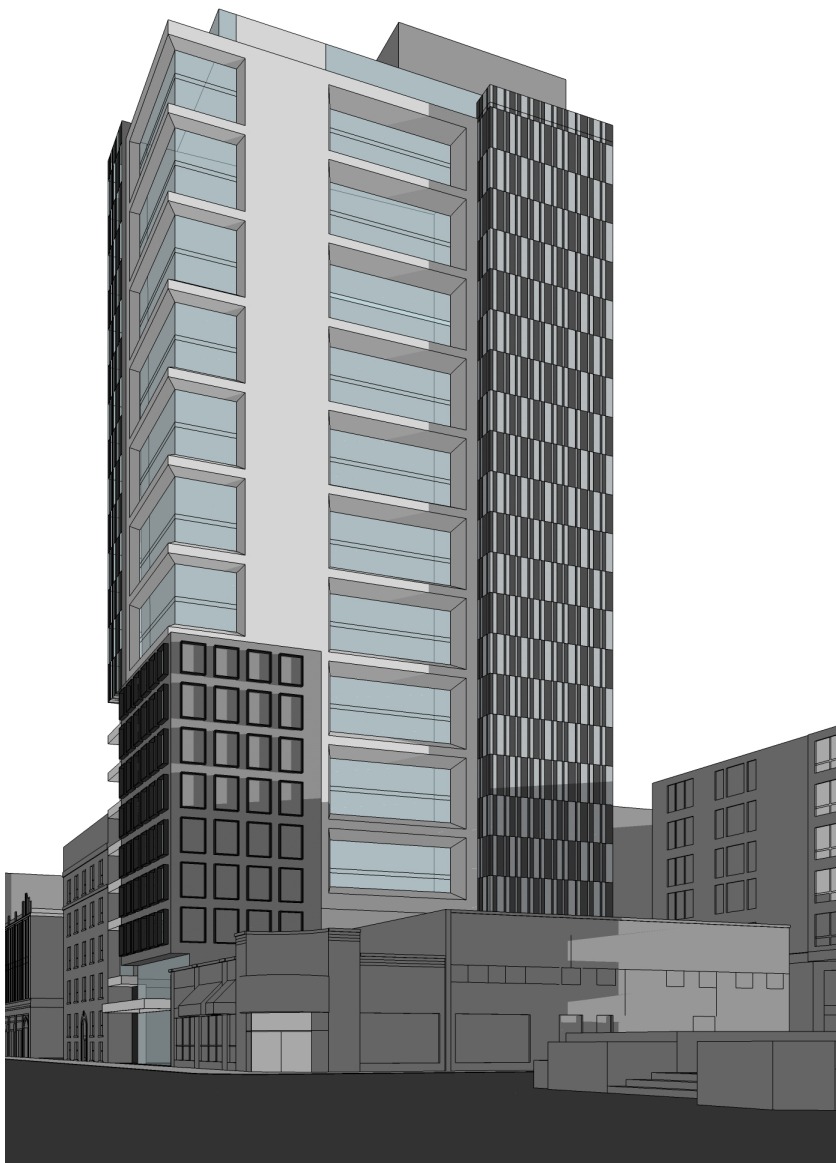


SUN STUDY DIAGRAMS

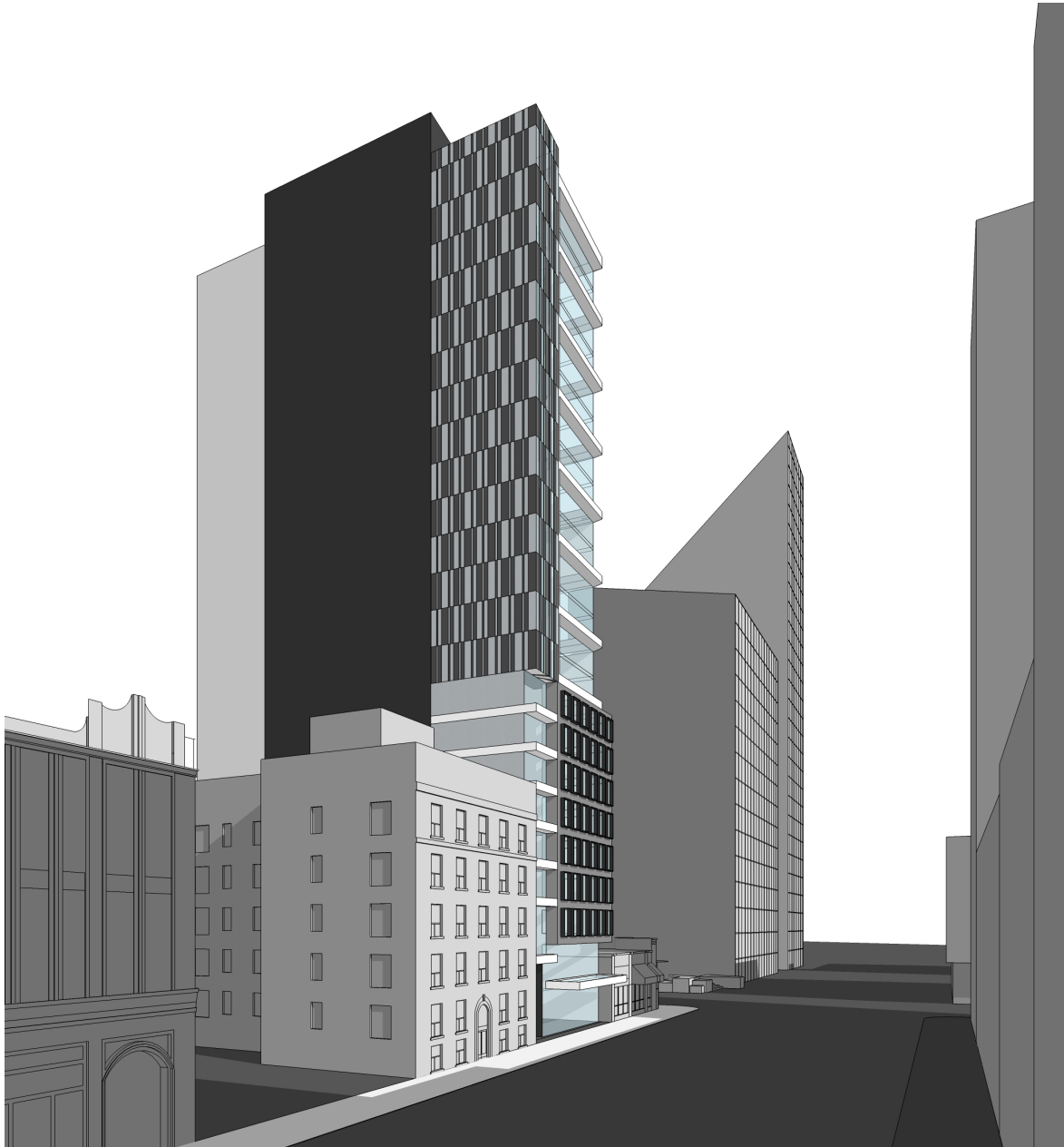


# architectural concept

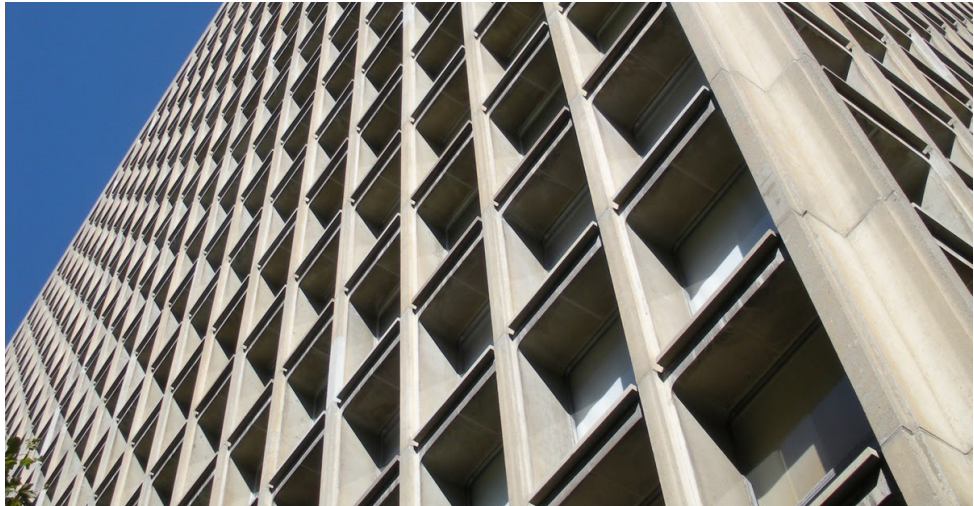
option #2: design case study images



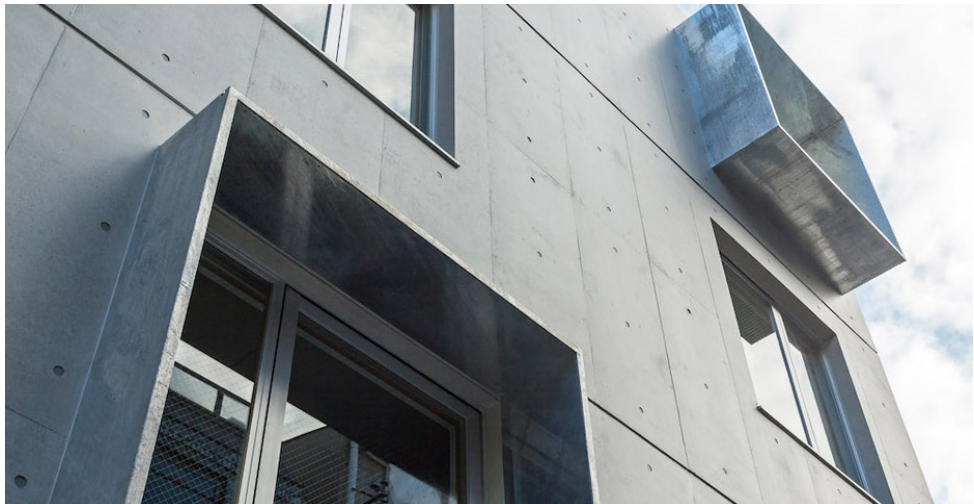
PERSPECTIVE LOOKING SOUTH ALONG 4TH AVENUE



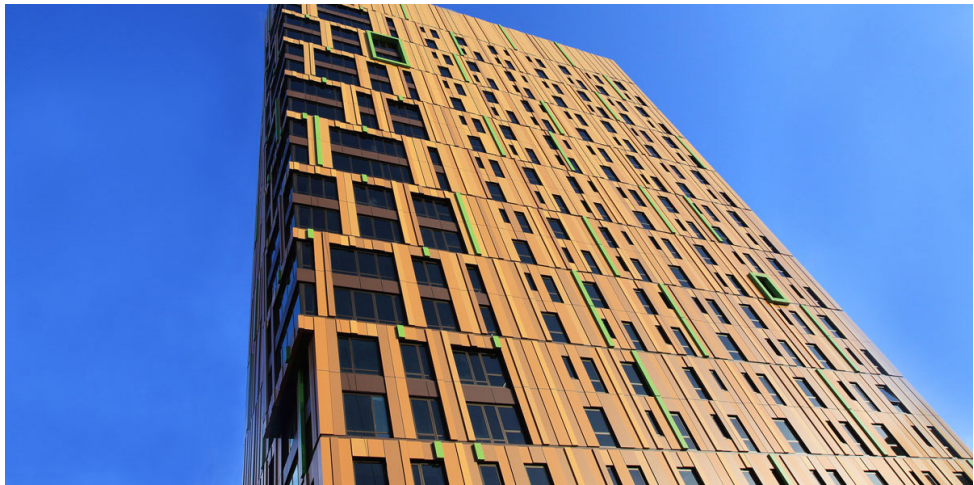
PERSPECTIVE LOOKING NORTH ALONG 4TH AVENUE



WINDOW PATTERNING



SHADOW LINES



TRANSPARENCY VS. OPAQUE WALL



# preferred architectural concept

## option #3: concept summary

### option 3:

# Hotel Units: 166      # Residential Units: 10      Bike Stalls: 15

FAR SF:  
- Residential (non chargeable): 11020  
- Non Residential (chargeable): 84025  
Total chargeable FAR: 90715

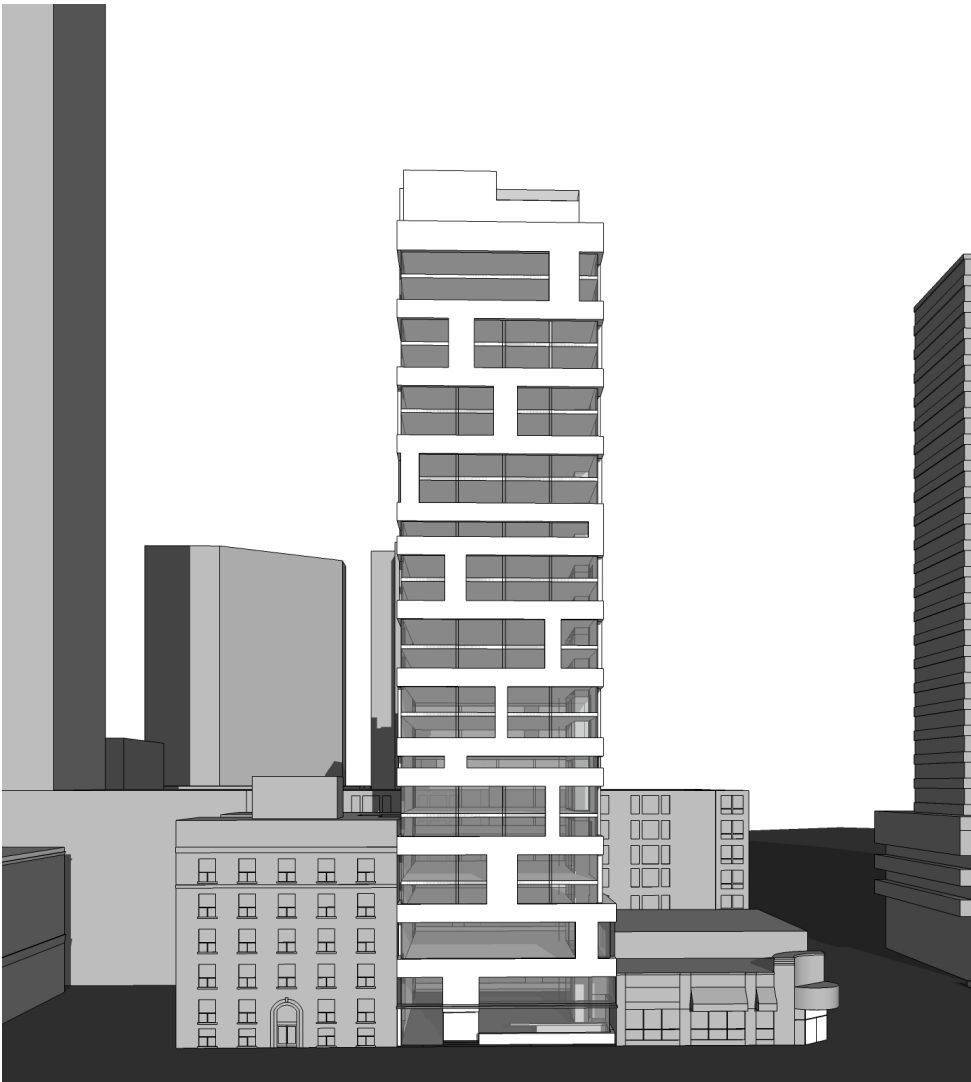
Code Compliant:  
- (1) Departure Requested, see page 9

### design guidelines

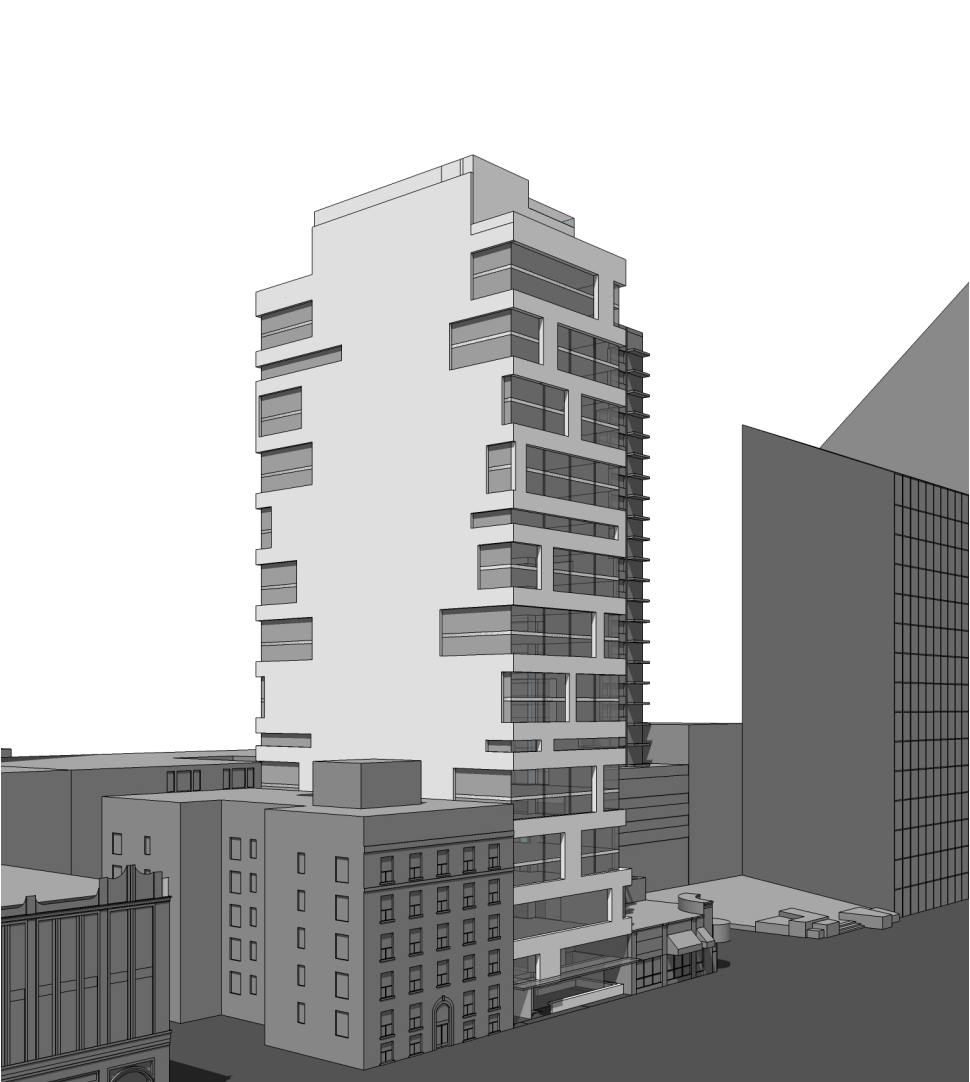
- Opportunities:
- A.2 Enhance the Skyline
  - B.3 Reinforce the positive urban form
  - B.4 Design a well portioned and unified building
  - C.1 Promote pedestrian interaction
  - C.4 Reinforce Building Entries
  - C.5 Encourage Overhead Weather Protection
- Constraints:
- C.5 Encourage Overhead Weather Protection
  - D.3 Provide Elements that define the Place
  - D.4 Provide Appropriate Signage
  - D.5 Provide Adequate Lighting
- None



PERSPECTIVE LOOKING SOUTH



4TH AVENUE ELEVATION



PERSPECTIVE LOOKING NORTH



# preferred architectural concept

option #3: ground level site plan



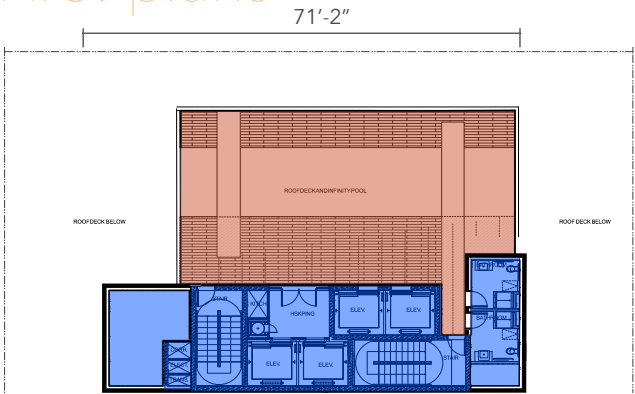


# preferred architectural concept

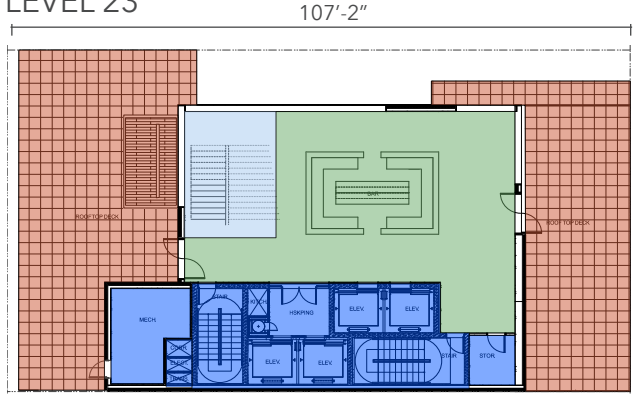
## option #3: plans

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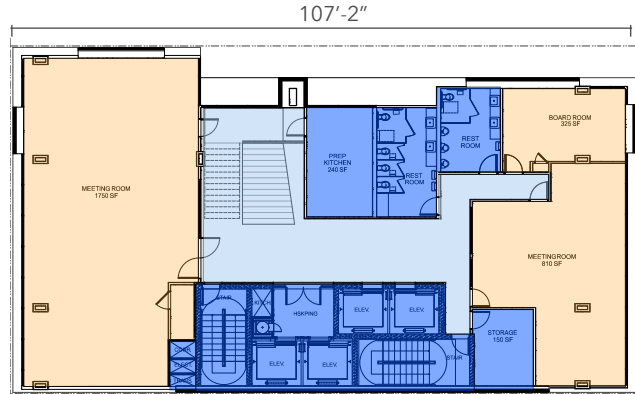
- Lobby
- Restaurant
- Outdoor Space
- Office/Fitness
- Lodging
- Circulation
- Core Functions
- Units



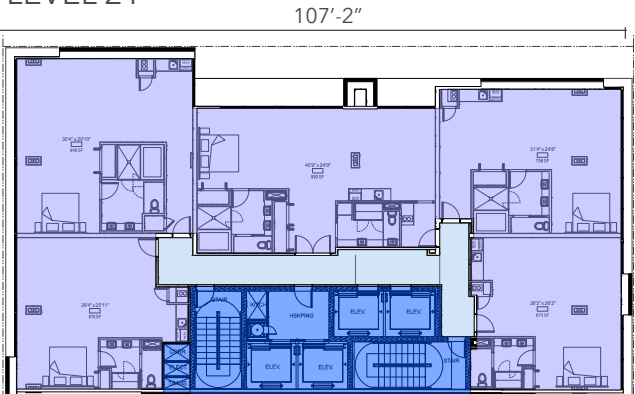
LEVEL 23



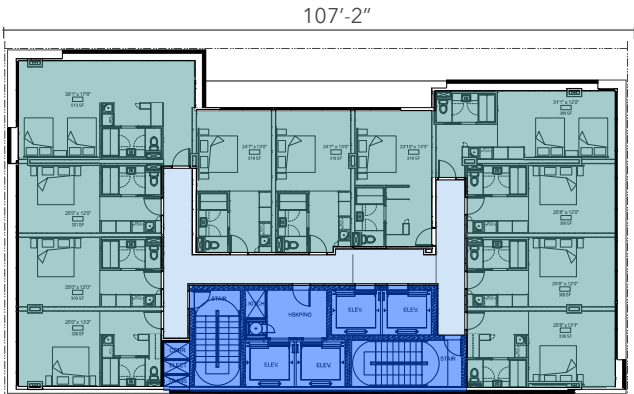
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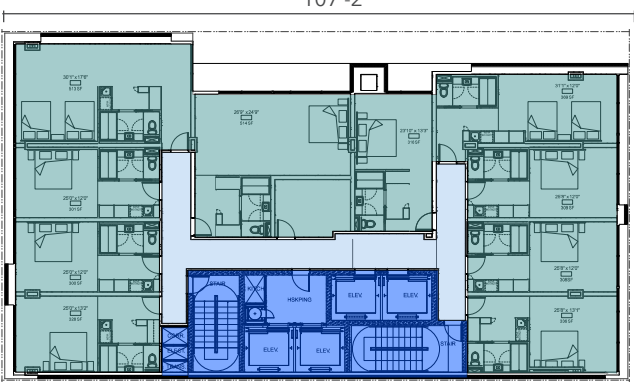
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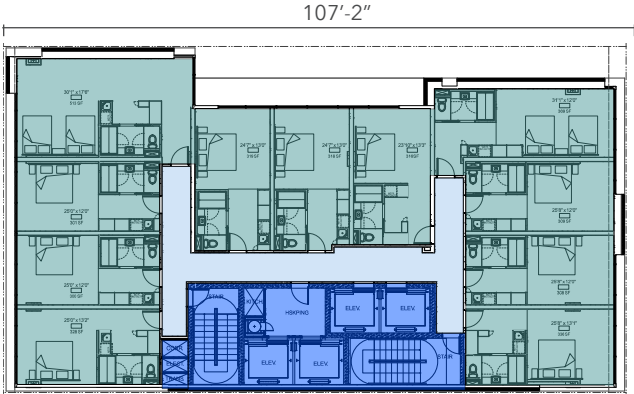
LEVEL 19-20



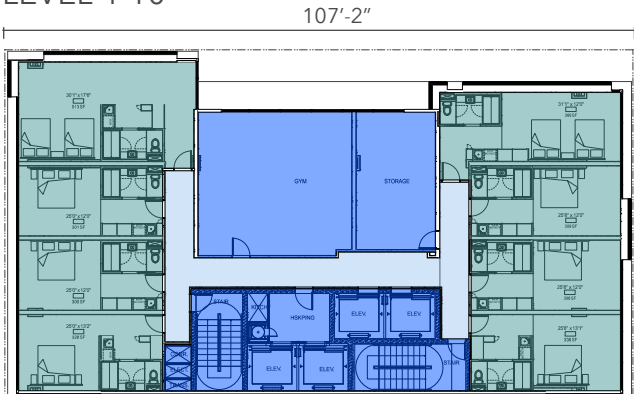
LEVEL 16-18



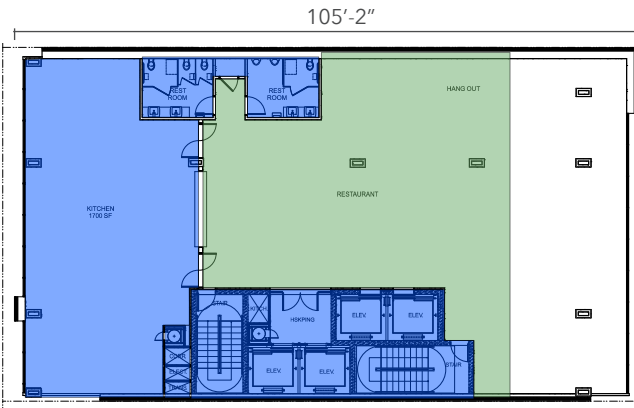
LEVEL 11-15



LEVEL 4-10



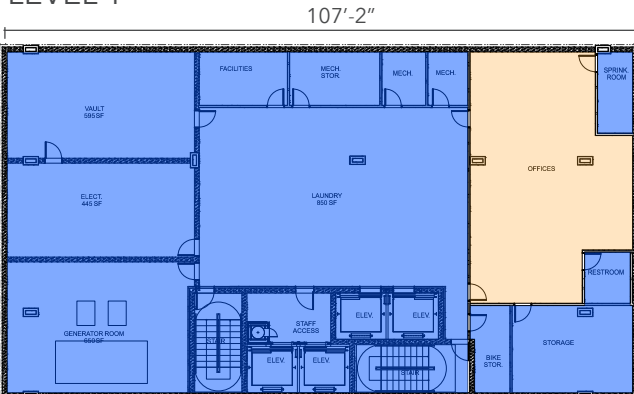
LEVEL 3



LEVEL 2



LEVEL 1



BASEMENT



# preferred architectural concept

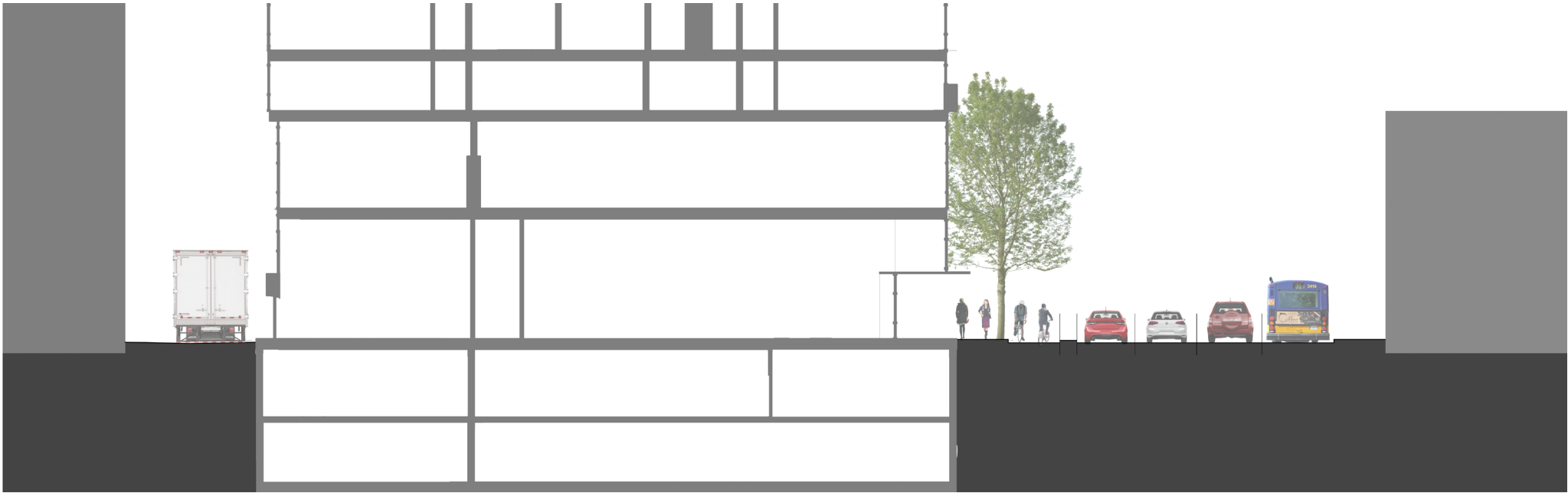
option #3: model perspectives



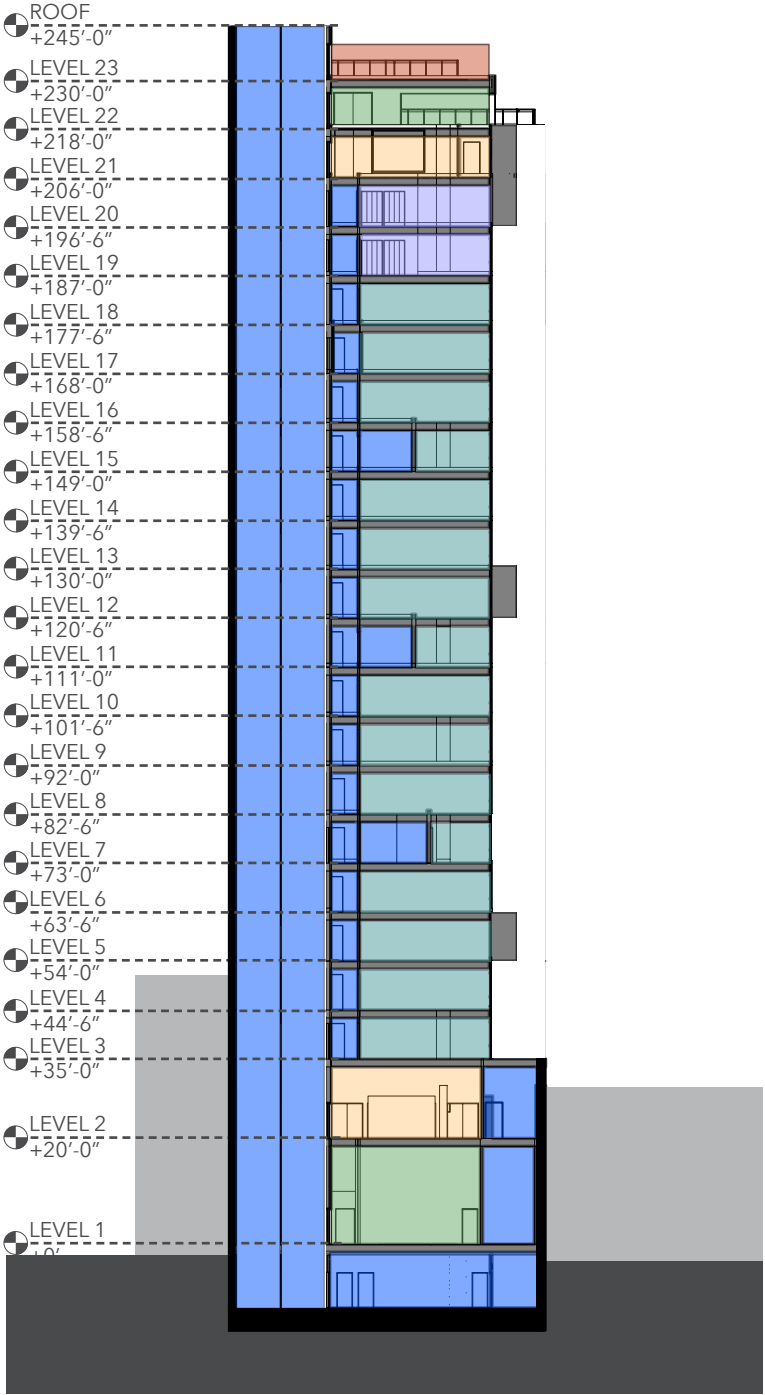
ENLARGED ELEVATION



STREETSCAPE PERSPECTIVE



STREETSCAPE SECTION

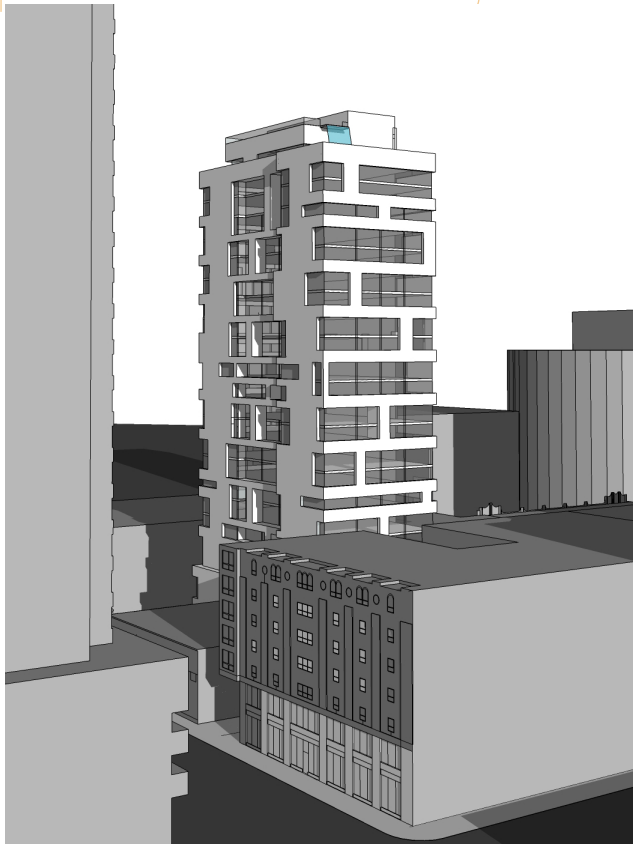


BUILDING SECTION

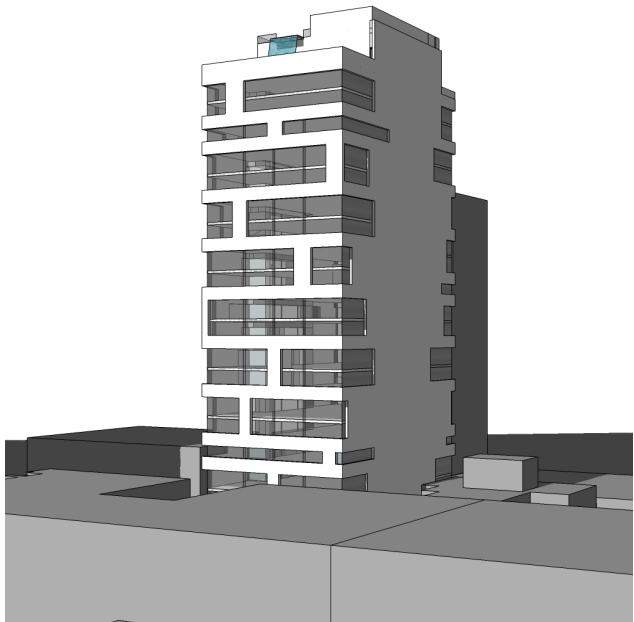


# preferred architectural concept

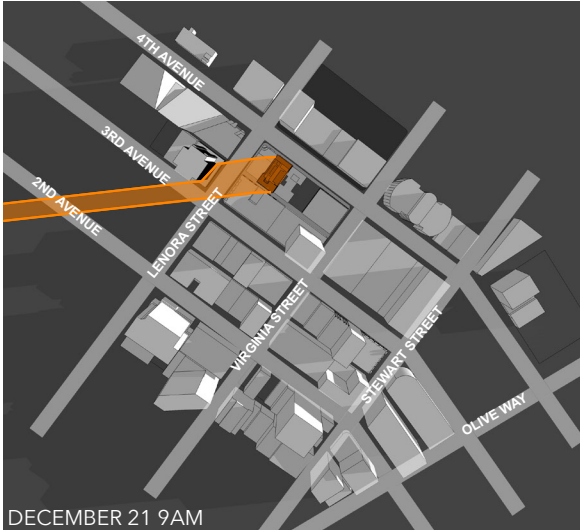
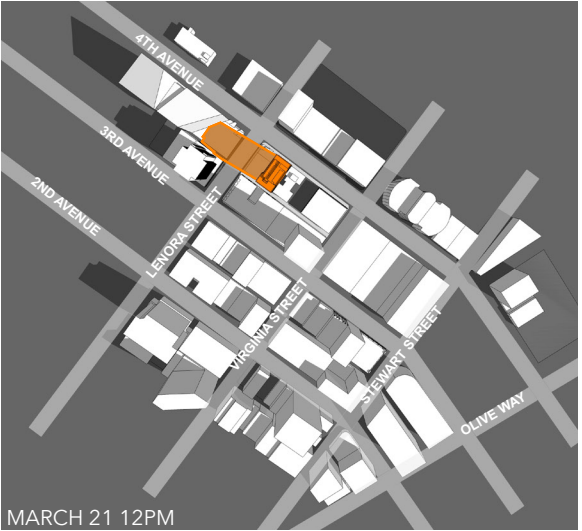
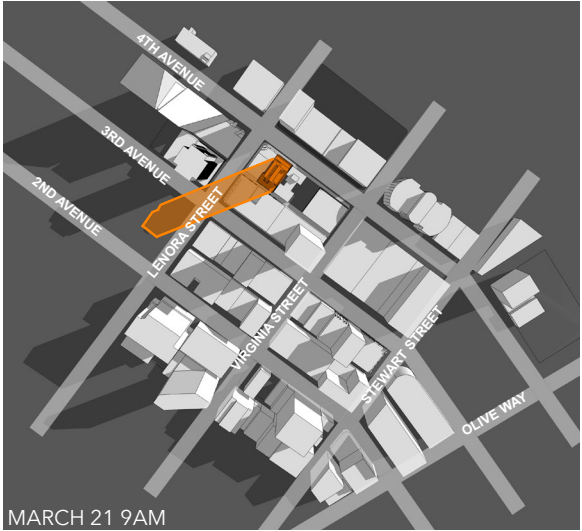
option #3: sun diagrams



PERSPECTIVE LOOKING WEST AT ALLEY ELEVATION



PERSPECTIVE LOOKING NORTH AT ALLEY ELEVATION



SUN STUDY DIAGRAMS



# preferred architectural concept

## option #3: design case study images



PERSPECTIVE LOOKING SOUTH ALONG 4TH AVENUE



PERSPECTIVE LOOKING NORTH ALONG 4TH AVENUE



MASSING OVERHANGS THE OUTDOOR AREA



LINEAR ELEMENT MOVES DOWN THE BUILDING

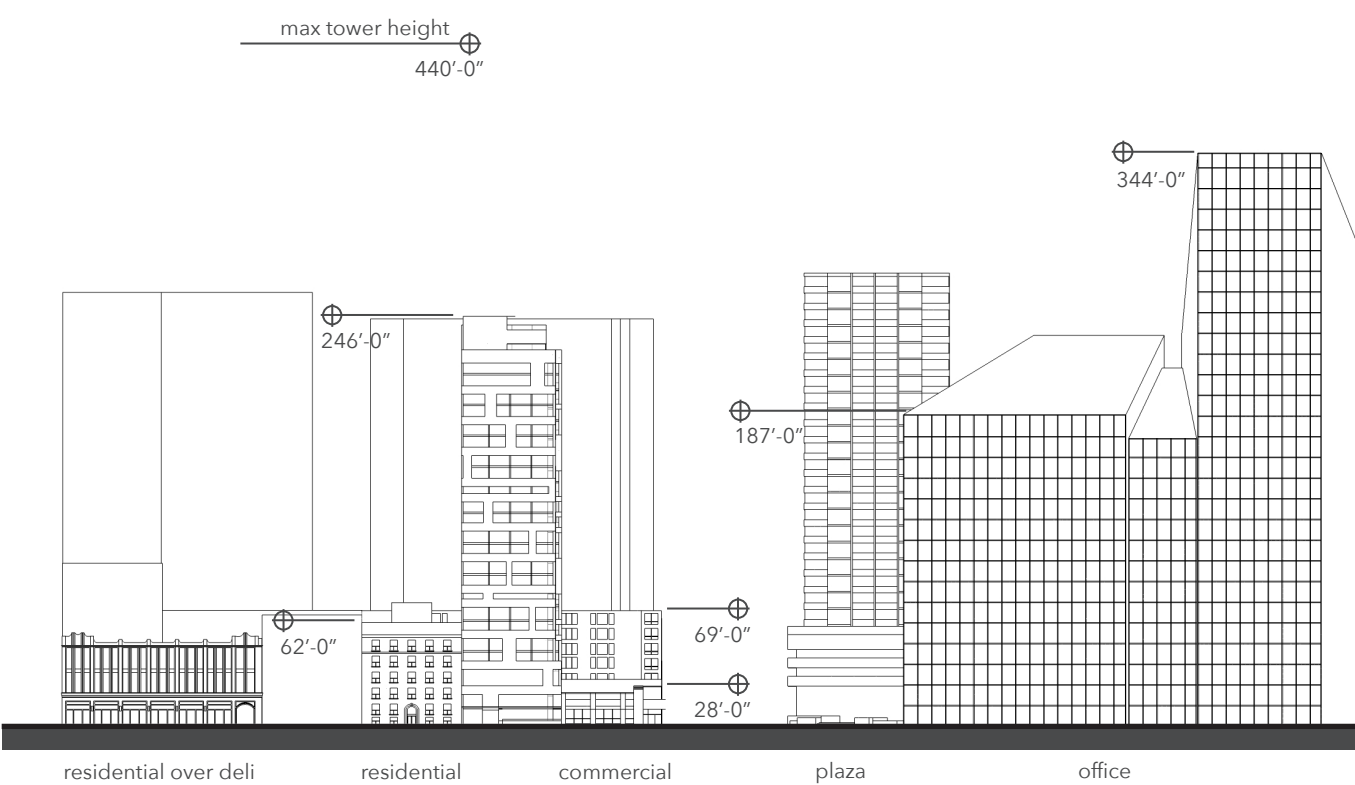


LINEAR ELEMENTS CREATE SCALE

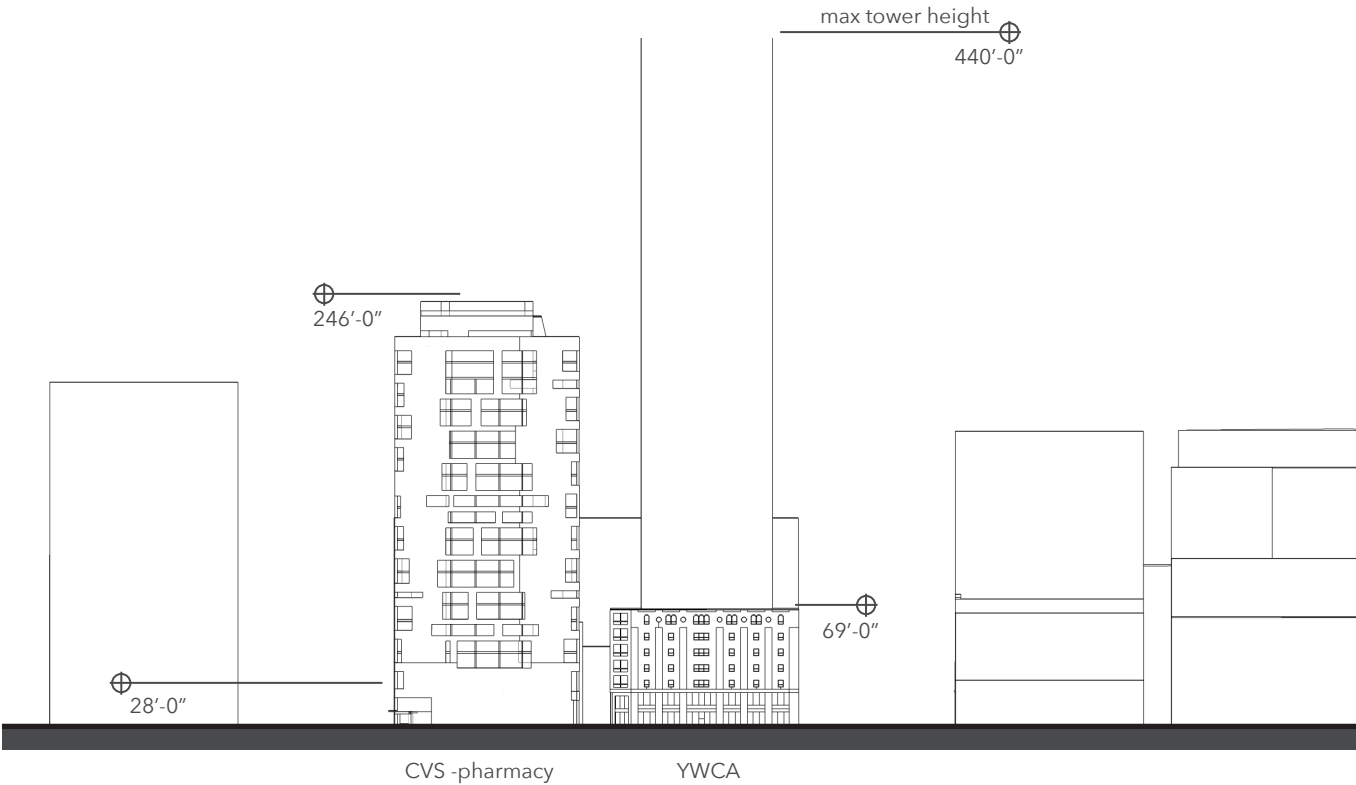


# preferred architectural concept

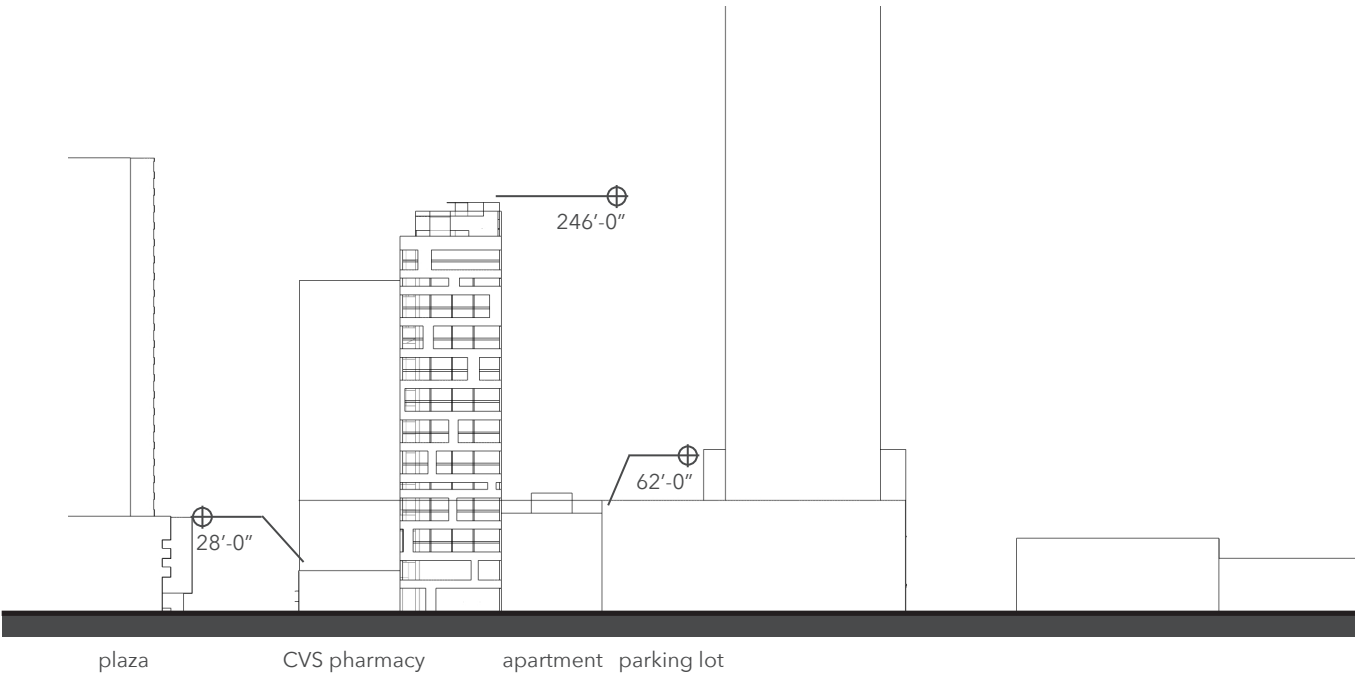
## option #3: street context elevations & massing diagrams



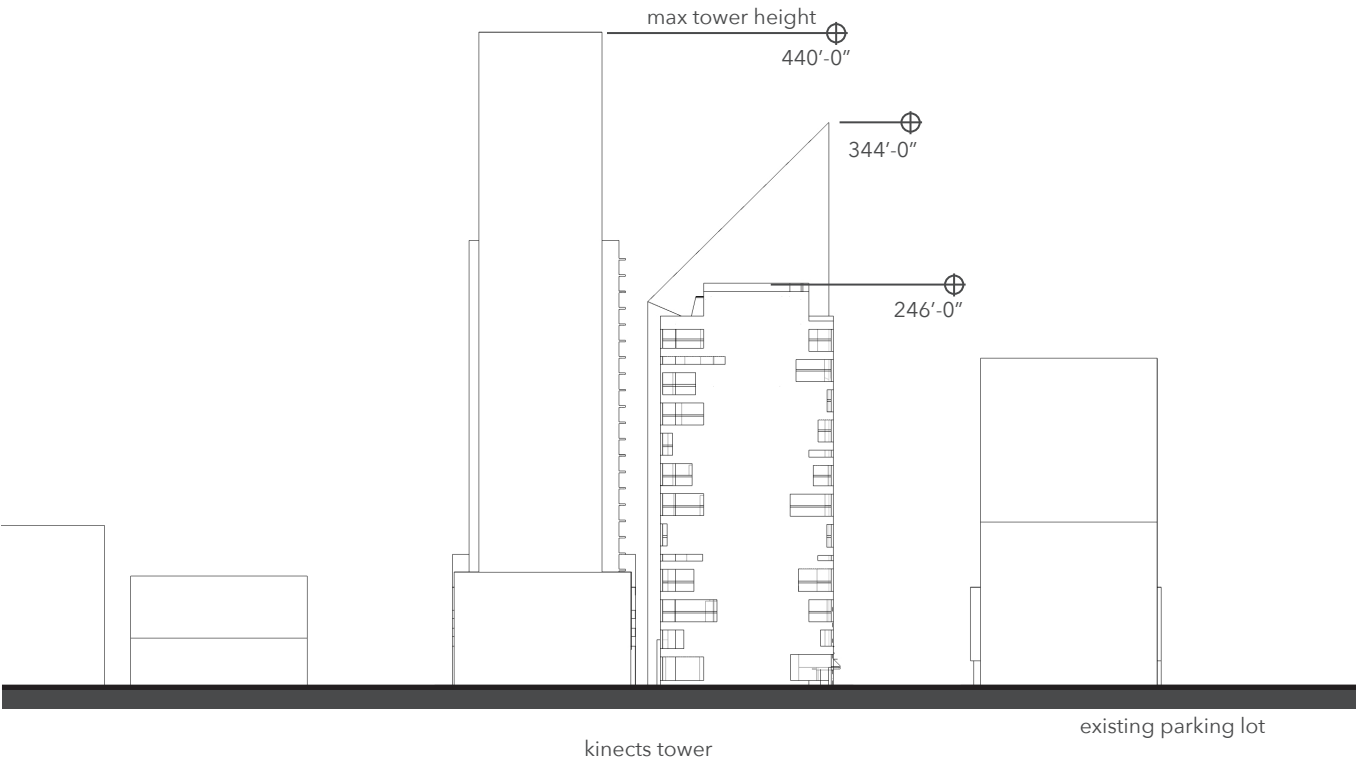
STREET ELEVATION - 4TH AVENUE



STREET ELEVATION - LENORA STREET



STREET ELEVATION - ALLEY



STREET ELEVATION - VIRGINIA STREET



# preferred architectural concept

## option #3: cladding concept and diagrams



4TH AVENUE ELEVATION

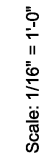
LENORA STREET ELEVATION

ALLEY ELEVATION

VIRGINIA STREET ELEVATION



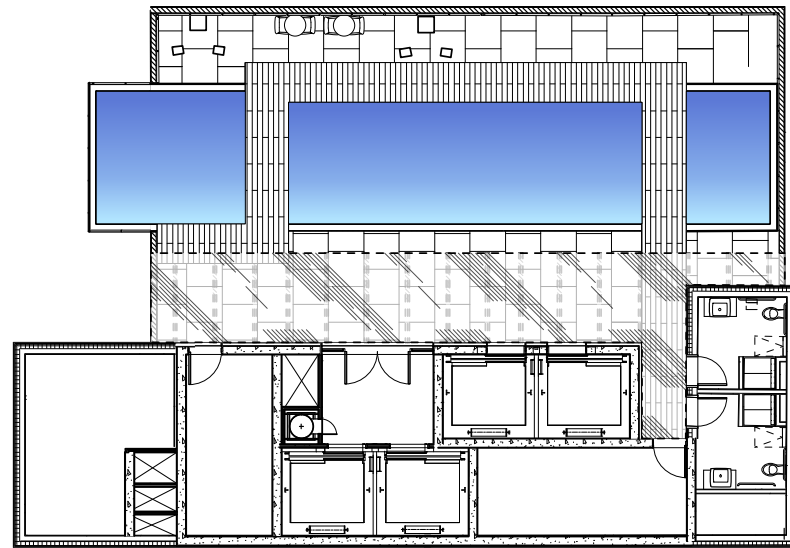
### option #3:landscape schematic plans



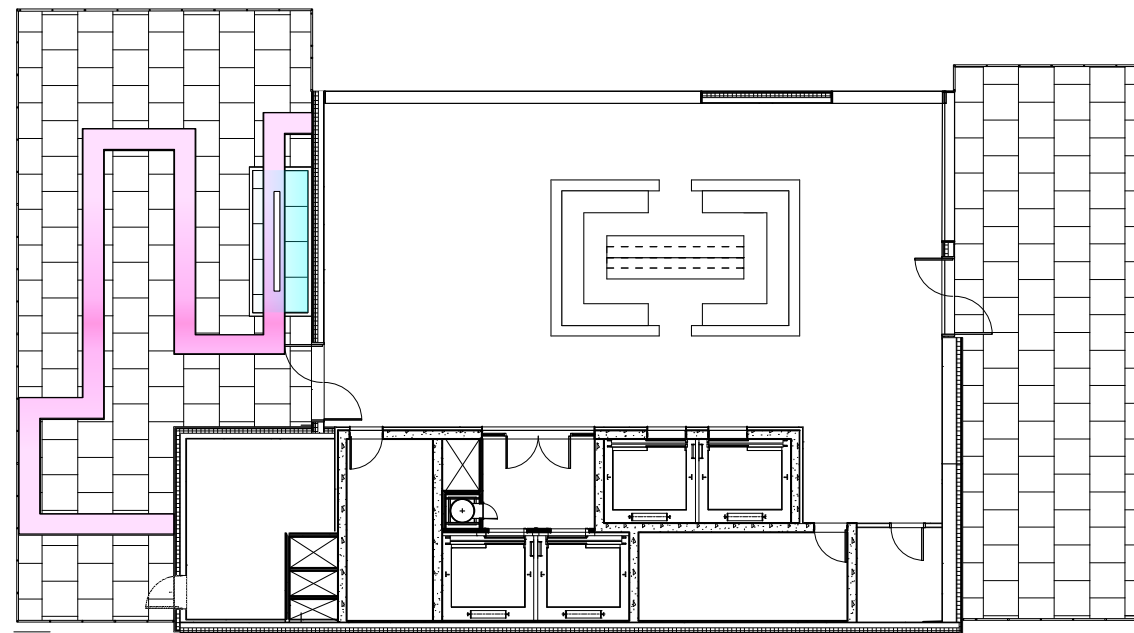


# preferred architectural concept

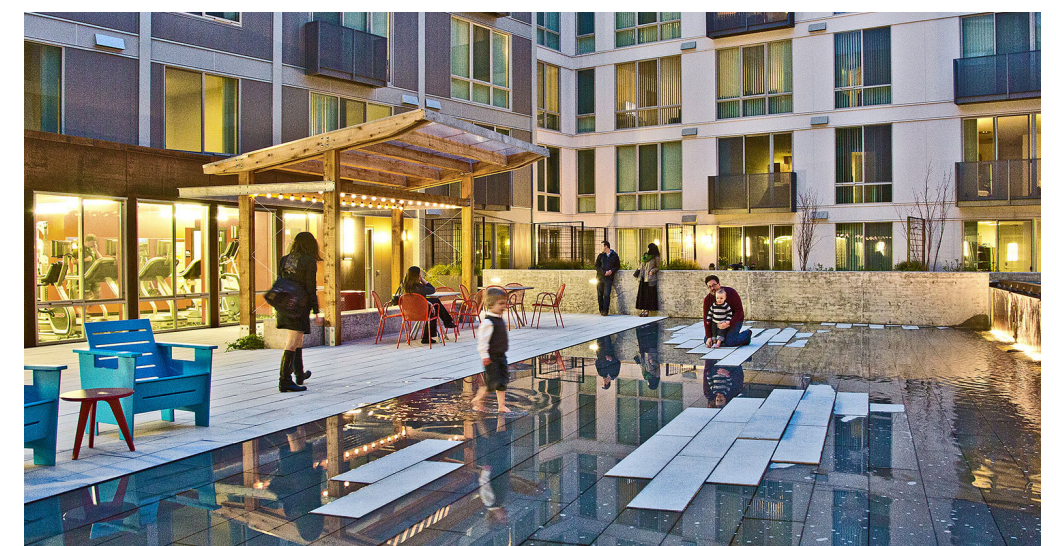
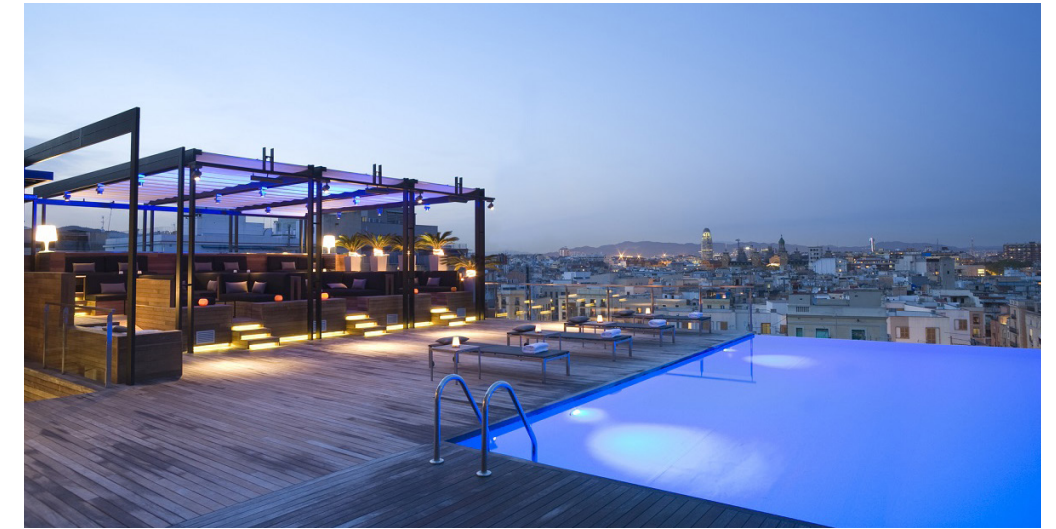
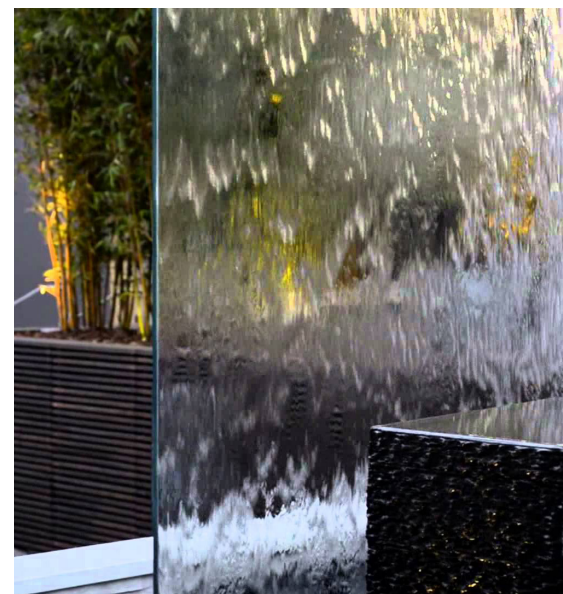
## option #3: landscape schematic plans



LEVEL 23 AMENITY DECK & POOL



LEVEL 23 AMENITY DECK & BAR





# preferred architectural concept

option #3: pedestrian experience



BUILT-IN OUTDOOR SEATING AREA



PROPOSED STREET LEVEL ELEVATION



INTERACTION AT THE PEDESTRIAN SCALE



INDOOR/OUTDOOR BAR AREA AT STREET



IMPLIED LINE BETWEEN PEDESTRIAN AND PATRON



# preferred architectural concept

option #3: pedestrian experience





# preferred architectural concept

option #3: materiality study



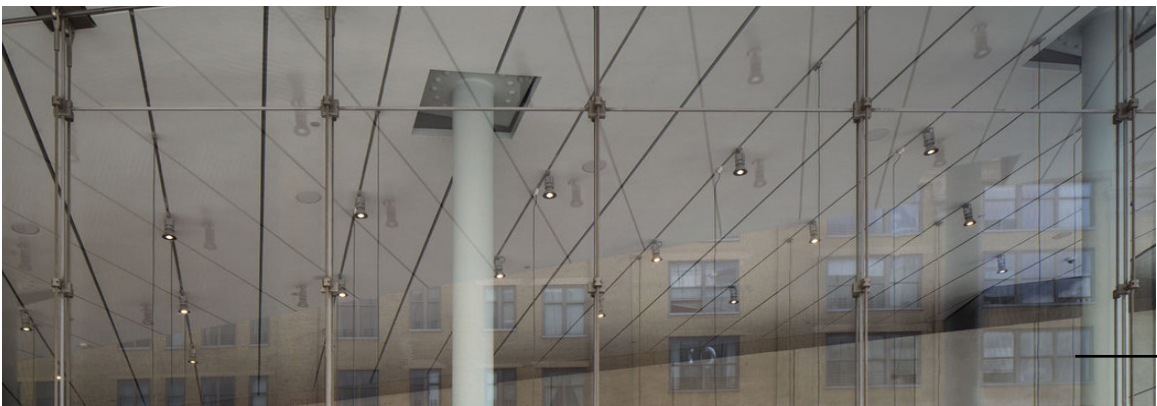
METAL PANEL



CERAMIC TILE



WINDOW WALL



CURTAIN WALL



CORNER PERSPECTIVE



# preferred architectural concept

option #3: final images





